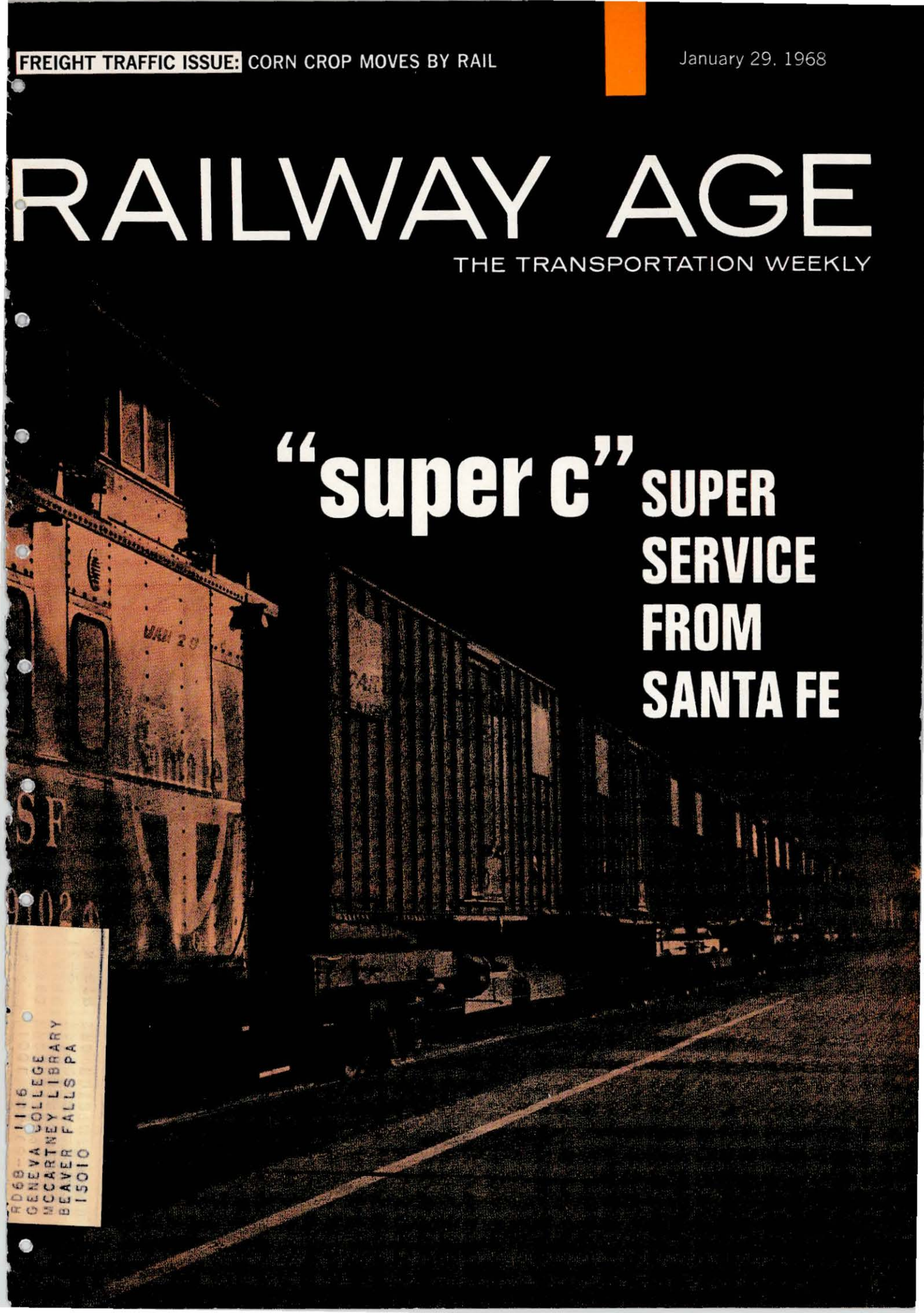
FREIGHT TRAFFIC ISSUE: CORN CROP MOVES BY RAIL

January 29, 1968

RAILWAY AGE

THE TRANSPORTATION WEEKLY



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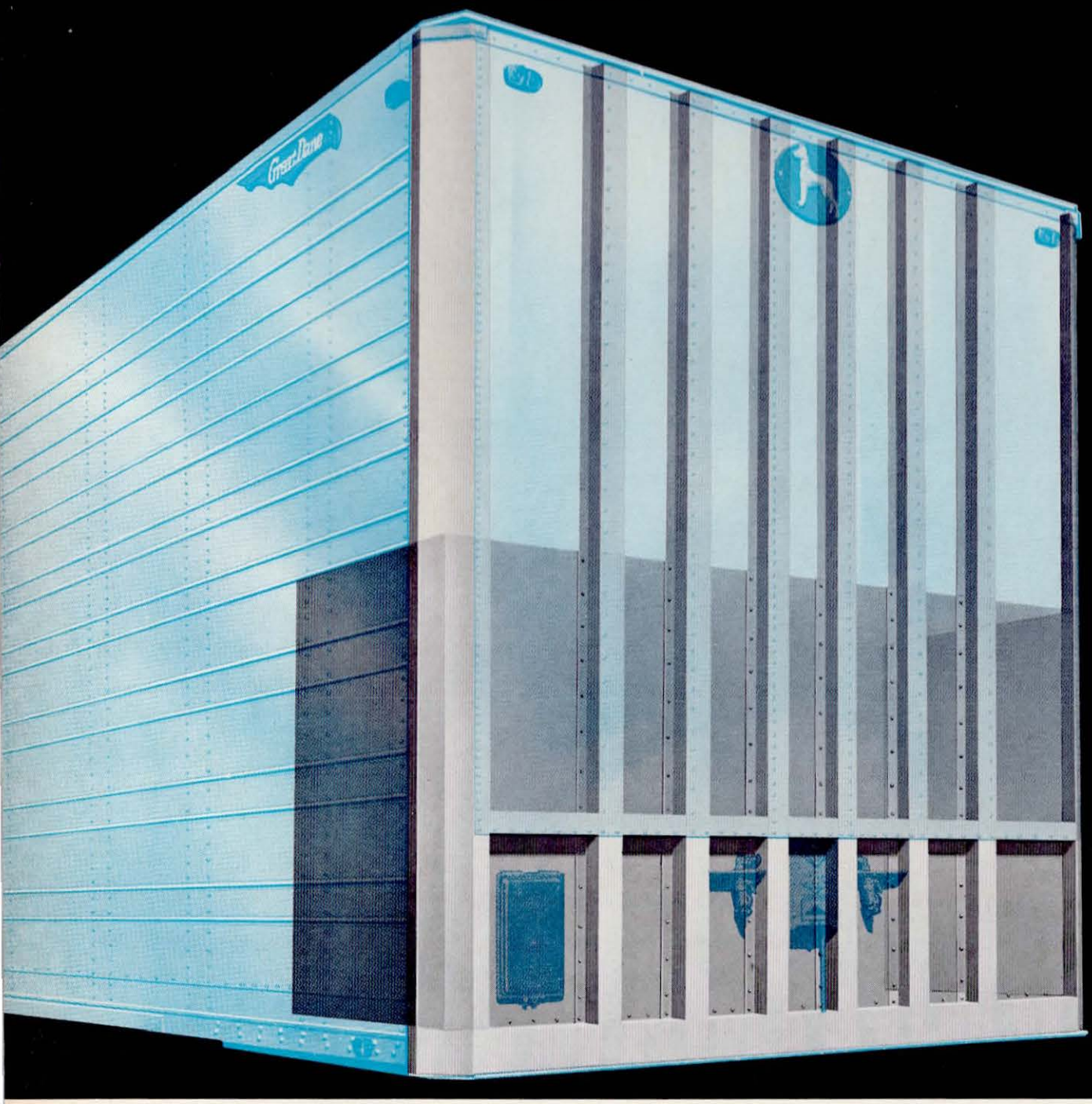

a rugged front end

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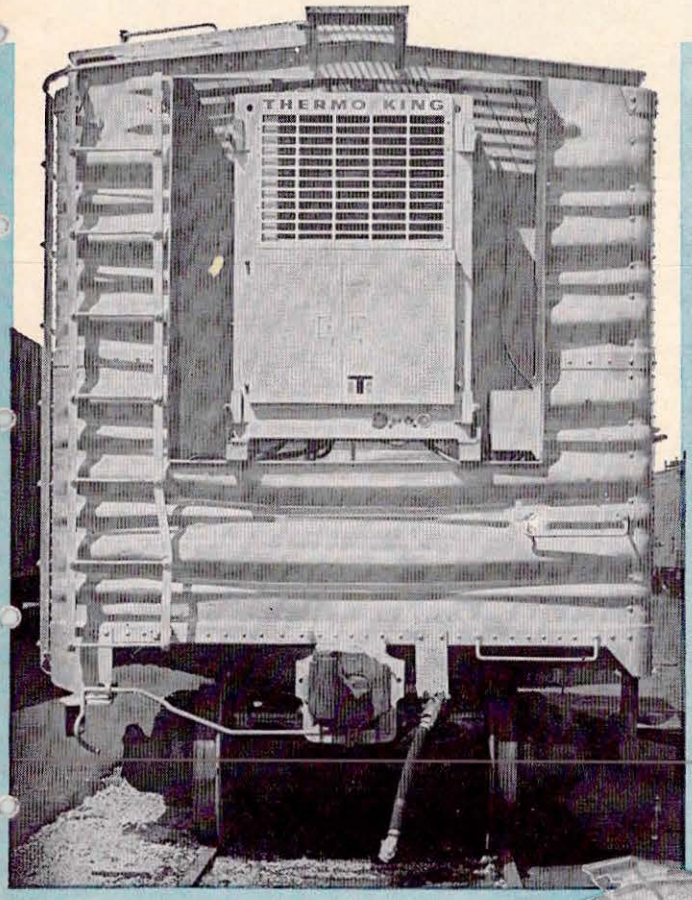

- Increases interior length from 33′ to 38′ to add 274 extra cubic feet in 40′ ice cars.
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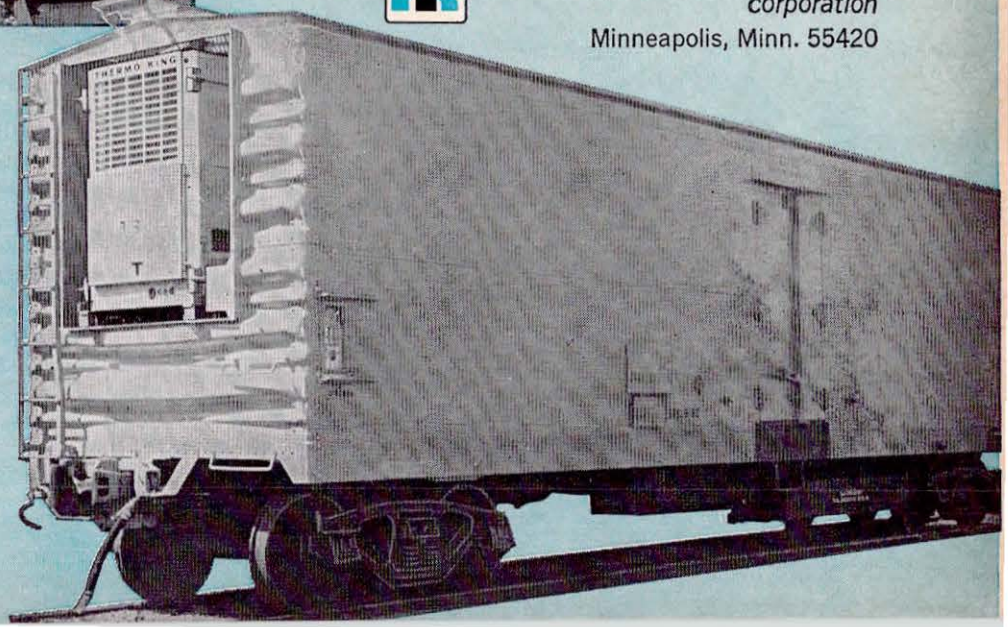

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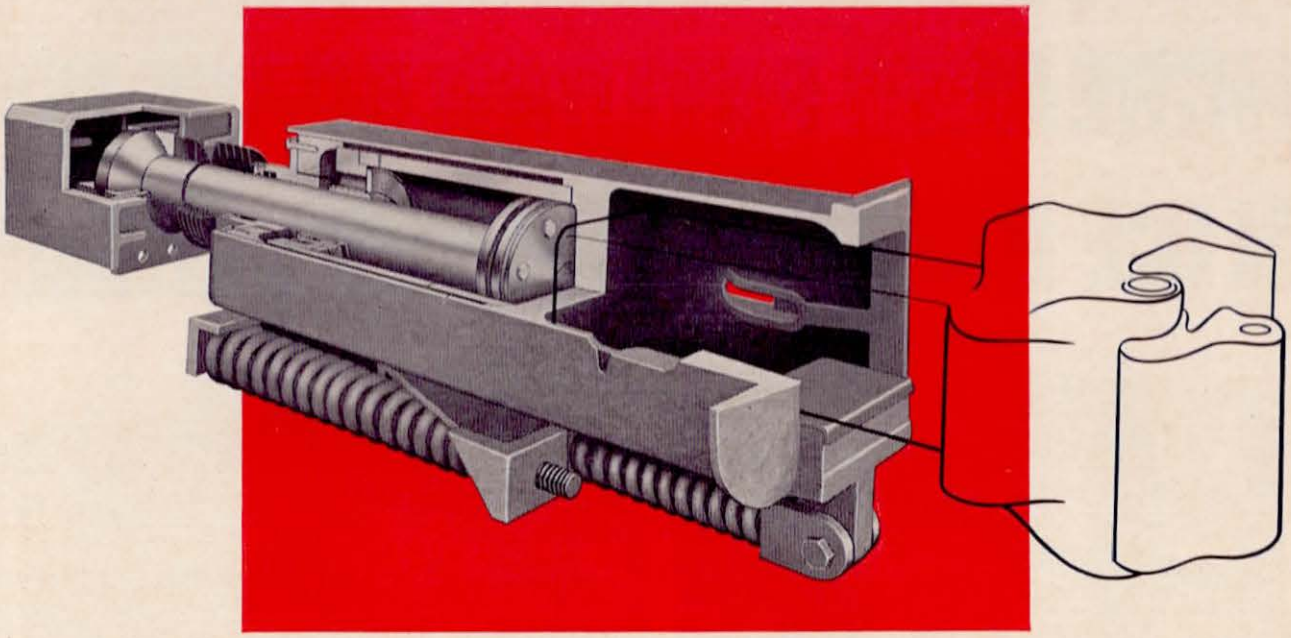

Forget your idea that high capacity cushioning devices must add thousands of dead weight pounds and weaken the car structure. FreightMaster's new Type HD Unit's cushioning performance can match or exceed sliding sill devices without robbing your car of valuable lading capacity.

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Your FreightMaster Sales Engineer has the complete details on the big performance of the Type HD Unit. Or write us. You owe it to yourself and your company to compare the many advanced features that the Type HD Unit offers.

Here's how the Type HD Unit performs under AAR M921-65 conditions

In striking car tests, the Type HD Unit achieved 13 mph at 500,000 lbs coupler force, and in the squeeze test, where over 50% of impacts occur, the 14 mph requirement was attained with only 570,000 lbs coupler force — less than half the maximum allowable 1,250,000 lbs.

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RAILWAY AGE January 29, 1968 • Vol. 164, No. 4

THIS WEEK

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New all TOFC/COFC train is on 40-hour Chicago-L.A. schedule.

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Swift, dependable service over the CM&O was the key.

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. . . AND COMING NEXT WEEK

Transportation Secretary Alan Boyd talks with Railway Age editors about the future of rapid transit . . . the railroad "image" problem . . . the Northeast Corridor experiment, and other matters of vital interest to railroads. **Also interviewed in the Feb. 5 issue:** Senator Gordon Allott (R.-Colo.), ranking minority member on the Senate Appropriations sub-committee that passes on D.O.T. and H.U.D. funds. This issue will also feature a preview of the Third International Conference on Urban Transportation in Pittsburgh, March 11-12.

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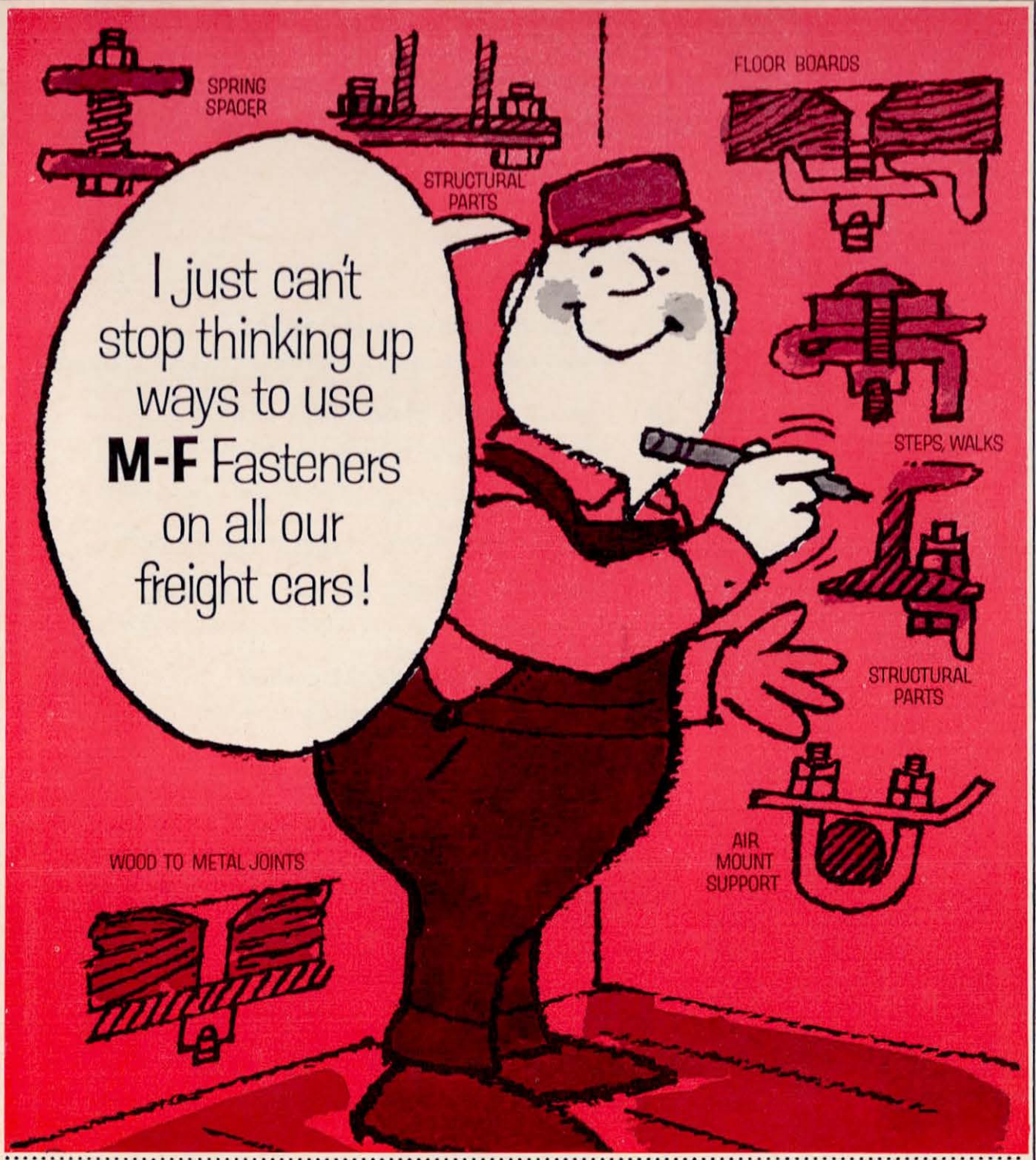
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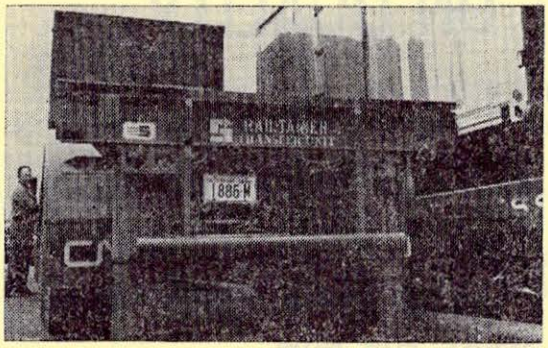


REA CONTAINER OPERATION TO BEGIN FEB. 1 A newly - formed subsidiary of REA Express, specializing in the leasing of containers and supporting equipment, begins operations this week between Chicago and New Orleans. Called Interpool, Inc., the company will stress intermodal containerization, leasing its pool of 20-foot and 40-foot containers to rail, truck and steamship customers. The equipment will be supplied by Steadman Industries, Ltd., Canadian developers of "Railtainer," an intermodal container system that uses (see photo) a side-loading operation between trailer and railroad car. The containers also can be moved by crane or forklift. Interpool will keep the container pool in Chicago and side loading equipment in Illinois Central yards at Chicago, Peoria and New Orleans.

MOPAC WANTS AIR FREIGHT APPROVAL Missouri Pacific has requested CAB approval for Missouri Pacific Air-Freight, Inc., a company incorporated in Missouri last December as a wholly-owned subsidiary of Missouri Pacific Truck Lines. Authority is sought to operate as an air freight forwarder between all stations on MP lines and between all national and international points for complete shipper-to-receiver service by MP. Commercial air lines would be contracted.

CUT IN GRAIN RATE PROMPTS SHIPPER PLAN A proposed Milwaukee incentive rate reduction has prompted Cargill to propose a 300,000-bushel grain terminal to handle increased volume from eastern Washington and northern Idaho to Seattle —if the rate cut is approved. Milwaukee's rate would be $2.40 per ton on shipments of at least 900 tons and annual volume of at least 200,000 tons in shipper-owned or -leased cars. This is 7.2 cents per bushel, compared with 17.7 cents currently. Reduced rates would cover wheat and barley movement to Seattle from Rosalia, Wash., where Cargill wants to build.

UP COMPLETING CTC SYSTEM CONSOLIDATION Consolidation of CTC systems on Union Pacific is almost finished. New equipment is operating at Salt Lake City and Albina, Ore., and a third installation is expected to start operating at Kansas City Feb. 1. The Salt Lake installation replaces centers there and at Las Vegas for the territory from Salt Lake to Daggett, Calif. Albina replaces LaGrande, Ore., for the Huntington-to-Biggs, Ore., line. Kansas City replaces Marysville, Kan., for the line from Menoken, Kan., to Gibbon, Neb.

BURLINGTON'S "EAT-AT-SEAT" PLAN TESTED First it was vending machines, now it's eat-at-your-seat as Burlington pushes for low-cost hot-food service. On the Chicago-Omaha-Lincoln "Nebraska Zephyr," pre-packaged dinners now are heated in a kitchen car and sold for a maximum 95 cents. One attendant handles the job. CB&Q will use disposable food and beverage containers—and there will be no tipping. If it works, the plan will go aboard other daytime runs.

MONDAY MORNING REPORT

INDUSTRY IMAGES: BUILT ON QUALITY

At Zenith Radio, the image-makers say, "The quality goes in before the name goes on." The Winston cigaret people won't let anybody forget that "it's not how long you make it, it's how you make it long." Ford is proud because it "has a better idea." American is the airline "built for the professional traveler." Everywhere in industry, it seems, there's a hard sort of soft-sell for performance, or quality, or class. Everywhere, that is, except perhaps on the railroads.

RAILROADS TAKE A DIFFERENT SLANT, FOR NOW

One critic, looking at the way many railroads choose to describe themselves, observes that railroads "have been strong on telling you where they go and what they do—but they don't say much about how well they do it." Is the criticism valid? Maybe it is, for today. But it won't be, tomorrow.

THE EMPHASIS ON QUALITY IS GROWING

Quality of service is getting more attention than ever before, on virtually every major road. To an extent, shippers are forcing the issue. Their own measurements of service are becoming far more accurate, and their service demands are growing. To at least an equal extent, top rail management is also forcing the issue. And old concepts of railroading may be tumbling.

TOP MANAGEMENT HAS TO LEAD . . .

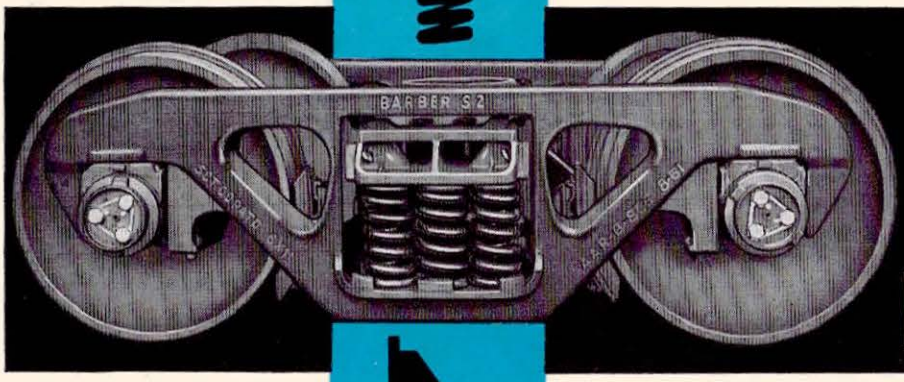
First comes the development of measuring systems for performance. Next comes the development of action systems aimed at maintaining or improving the quality of the product. Top management's attitude is all-important, throughout. As one quality-control officer puts it, "These systems can be an academic plaything—or they can be a motivating tool in running a railroad. Service concepts may come into head-on conflict with operating ratios—and top management has to decide which one bends."

. . . IN TUNING IN ON THE MARKETS

As matters stand, quality-control people are quietly confident of their own ability to set up the systems. They see precedent for acceptance of the basic quality principle. After all, as one road's q.c. man points out, "Commercial specs for new equipment have been accepted—so why not commercial specs for transportation service?" Finally, there comes the grim reminder: "Everywhere, the emphasis is on quality. Can we fight it—and win?"

It is suggested elsewhere in this issue that railroads need to "accentuate the positive." True enough. They've also got to eliminate the negative. That's where quality control comes in.

What does the "TOTAL DESIGN CONCEPT" of the BARBER STABILIZED TRUCK *REALLY MEAN?*



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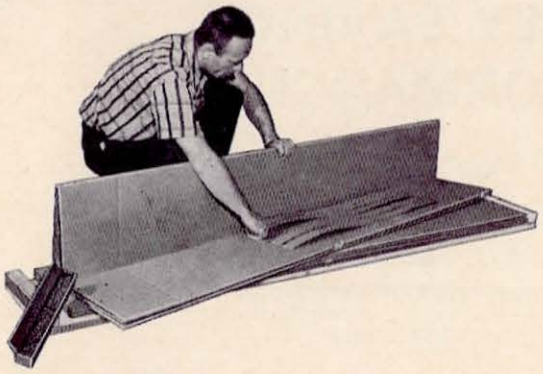

1—set IS grain doors—75" x 90"*
4—1 x 6 x 8 boards
2 lbs. double-headed nails
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RAILWAY AGE
THE TRANSPORTATION WEEKLY
January 29, 1968

NH bondholders throw a switch on merger plan

New Haven commuters who have been looking forward to improvements in the line as a result of inclusion in the Penn-Central merger got some disquieting news last week.

Trustees of the New Haven announced that there's little chance of any upgrading of service this year—and that it will take some doing just to keep the road operating.

At a New York press conference, Trustees Richard Joyce Smith and William J. Kirk said the latest snag in the proposed orderly inclusion of the New Haven into the Penn-Central system involves a group of New Haven bondholders. The group has asked the federal court to forbid the inclusion of the New Haven into Penn-Central, charging that the railroad has undervalued its holdings and that its creditors would get less than $100 million for assets worth about $400 million.

"In the face of this litigation," said Smith, "we must recognize the possibility that a turnover of assets under our agreement may be postponed for a substantial period of time."

He said the railroad has enough cash on hand and can get enough from reserves to keep the line operating through April. At that time, the trustees hope to borrow some of the $25 million the Penn-Central has agreed to loan the line over a three-year period to offset operating losses.

WEEK AT A GLANCE

ICC is advised to abandon its car-supply probe

The Interstate Commerce Commission has been advised by Examiner William J. Sweeney to discontinue without action its investigation (Ex Parte No. 241) of railroad freight-car ownership, utilization and distribution, and car-service rules and practices. The examiner's recommended report, served Jan. 23, was based on a finding that the record in the case does not contain evidence to support a conclusion as to the adequacy of present car ownership. On the same basis, the examiner found that prescription of a car-ownership formula by the Commission had not been justified.

If the Commission accepts Sweeney's advice, the investigation would end, as did the interim phase of the incentive-per-diem case (Ex Parte No. 252). Last October, the Commission issued a report in that case deciding against adding at this time an incentive factor to the per-diem rate for rental of freight cars. Like the examiner in the car-supply case, the Commission found then that the record was not an adequate basis for action (RA, Oct. 30, 1967, p. 11).

Transit transfer to DOT imminent?

Official Washington sources had no comment last week on a wire-service report that a firm decision has been reached by the White House to transfer the Federal mass-transit-aid program from the Department of Housing and Urban Development to the Department of Transportation. But there were strong indications that the only remaining question was one of timing. Best current guess is that President Johnson will recommend the switch in his Cities Message to Congress. That message is expected to go to Capitol Hill in about two weeks.

If the switch is made, it appears doubtful that the transit program will come under DOT's Federal Railroad Administration. Present speculation is that a new Urban Transportation Administration will be created within the Department. FRA handling of all transit matters presumably would not sit well with non-rail transit interests.

GUS WELTY

LINES ON LABOR

DID PRESIDENT JOHNSON really promise something for everybody, in his State of the Union message? Not at all. To be sure, he talked of all manner of goals, international and domestic. He talked of all manner of government programs. He talked of the need for sharing the nation's abundance, and he talked of the need for watching over the welfare of the populace—in everything from child-health programs to truth-in-lending programs, from gun-control programs to air-pollution and water-pollution programs. But he had not a word to say about the welfare of the populace as it's affected by strikes in vital industries.

IN THE ENTIRE MESSAGE, the only direct reference to management and labor came near the end, in a paragraph sandwiched between a discussion of the proposed income-tax surcharge and an outline of the balance-of-payments situation. The President said merely that "The leaders of American business and American labor—those who really have power over wages and prices—must act responsibly, and in the nation's interest by keeping increases in line with productivity. If our recognized leaders do not do this, they and those for whom they speak and all of us will suffer serious consequences."

TWO YEARS AGO, the President and other men in high places did talk of finding a way to protect the public against the damage inevitably suffered when management and labor go to the mat in certain key industries. Just six months ago, the President seemed to sum up the Administration's position in bold terms when he asked for legislation to end the rail shopcraft strike and declared that "The public interest must take precedence over private interests."

THE STATE OF THE UNION message almost makes it seem as if the shopcraft walkout never happened. More to the point, the message seems to imply—in a sort of implication-by-omission—that such things don't happen, won't happen.

IT'S A LONELY VOICE, and an unpopular voice, that pleads for a new form of reason in the resolution of management-labor disputes. Perhaps it's too much to expect that, in an election year, such a voice would be heard. Perhaps the power does lie with organized labor, rather than a disorganized public. Sometime, though, reality may have to be faced. And reality seems to lie in two principles. First, strikes against the broad public interest cannot be tolerated. Second, as National Railway Labor Conference Chairman J. P. Hiltz, Jr., has pointed out, "the unions have, in the strike, an almost invincible weapon—and they fully appreciate that this is so." Something has to give.

Employment drops 5.71% in year

Class I railroad employment stood at 590,189 in mid-December 1967 — a 5.71% drop from December 1966, and a slight decrease (0.55%) from the November 1967 figure, according to a preliminary report from the ICC's Bureau of Accounts.

Biggest percentage change in employment during 1967 came in the category of transportation (other than train, engine and yard). This category had 53,917 employees at year's end, down 11.55% from the 1966 figure. Number of employees in other ICC categories in December 1967: executives, officials and staff assistants, 15,500 (up 1.28%); professional, clerical and general, 127,953 (down 3.84%); maintenance of way and structures, 85,535 (down 5.97%); maintenance of equipment and stores, 132,851 (down 8.15%); transportation (yardmaster, switchtenders and hostlers), 9,570 (down 2.91%); transportation (train and engine service), 164,863 (down 3.66%).

Rail safety "reappraisal" asked

On May 22, 1967, two New York Central freight trains collided head-on in New York City. Six crewmen were killed, three were injured, and six locomotives and 11 cars were destroyed. The accident took place on the mainline track of Central's West 30th Street Branch near 147th Street. The track was being used for trains moving both north and south while a parallel mainline track was being repaired.

Last week the National Transportation Board (which operates within the Department of Transportation) issued its report on the accident. The Safety Board said its investigation revealed "a wide variety of inadequacies in rules, operating practices and personnel training."

The report recommended (1) "revision and amendment" of Central's operating rules and (2) an industry-wide "reappraisal, a self-assessment and corrective action" by all U.S. railroads to improve safety.

The report cited "contrasting working environments of the New York Central's operators and airport control tower facilities which are designed uniformly for desirable human factors." The differences, the report said, are "not primarily a matter of high cost but of informed attention to detail and discipline."

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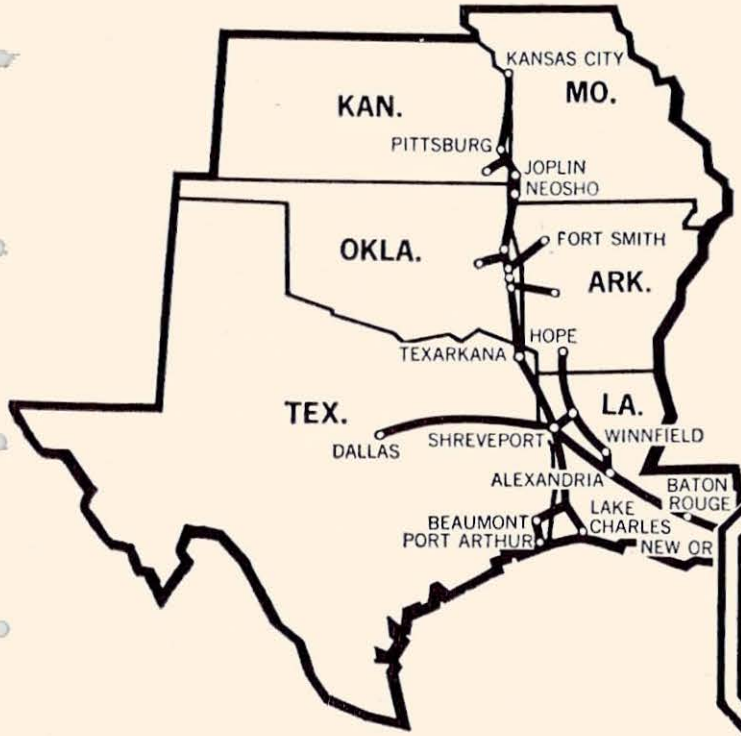

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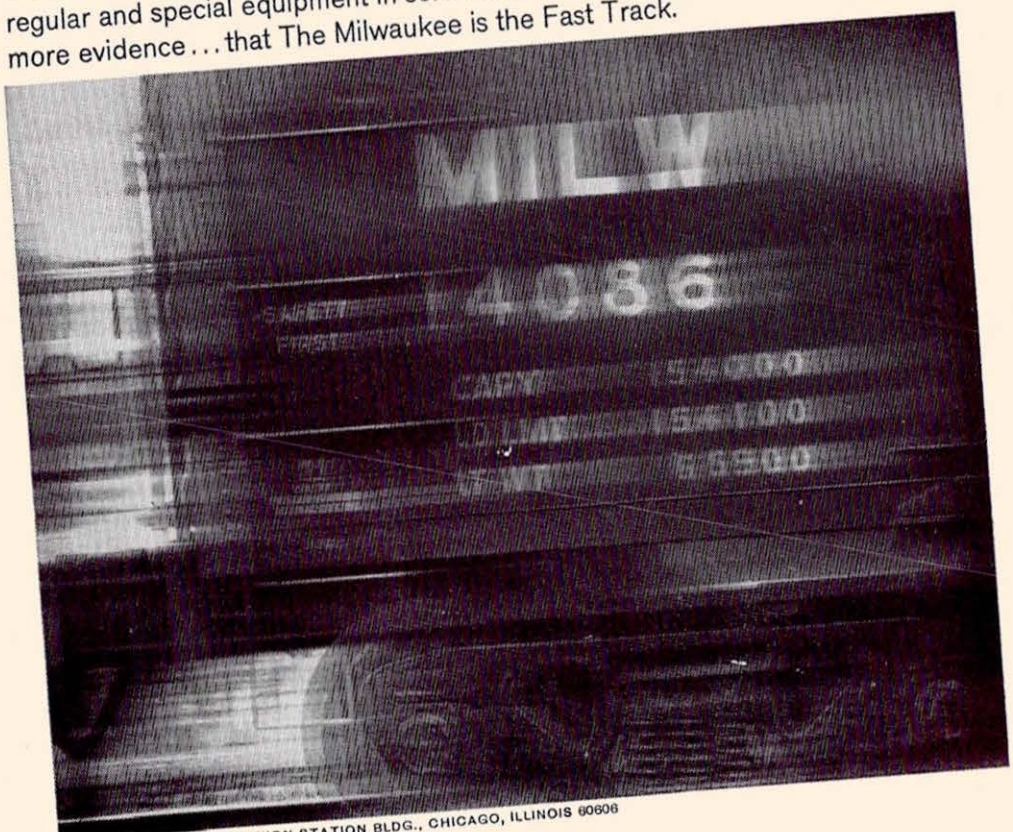

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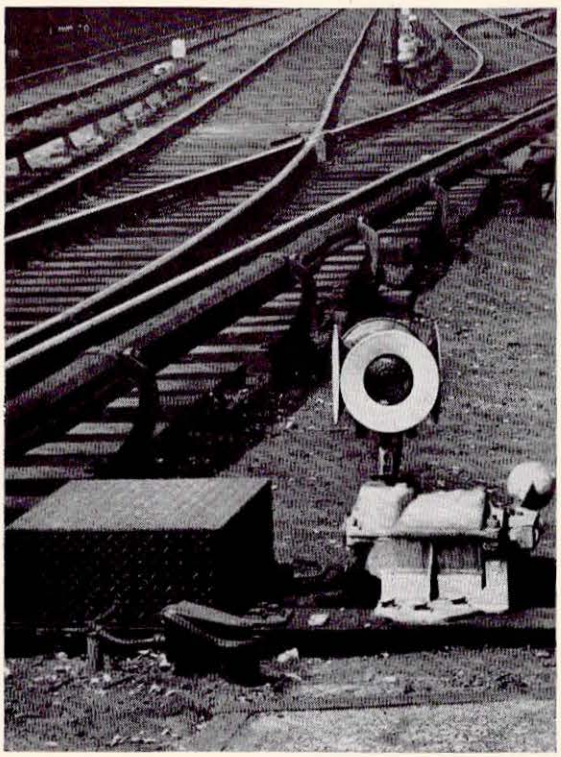

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Now in service–World's Fastest Freight Train...

"Super C"

COFC (Container-on-flat car)
TOFC (Trailer-on-flat car)

New 40-Hour Premium Service
Chicago-Los Angeles (Going or Coming)

Santa Fe is providing super speed for Piggy-Back and Container freight by cutting about 20 hours from the fastest rail service now offered.

With this new service you can ship by rail on schedules competitive with air freight—but, *at much lower cost.* And "Super C" is faster than highway carriers.

Here's a super service designed to carry almost any type of cargo that can be loaded in a truck trailer or container.

So, if you like air freight speed but don't like air freight's higher rates; or if you need faster than highway service, "Super C" is worth looking into—even if you've never considered rail shipping before.

Santa Fe's ability to offer this expedited top-quality service results from our policy of maintaining a thoroughly modern railway plant and our vast experience with high-speed passenger and freight train service.

Let a "Super C" freight man give you complete information. Just call or write your nearest Santa Fe Freight Traffic Center or F. J. Wright, General Freight Traffic Manager, 80 East Jackson Boulevard, Chicago, Illinois 60604, Telephone: HArrison 7-4900 (Area 312).

SCHEDULE AND COST:

"Super C" service operates under Piggy Back Plan II¼ and III, Santa Fe provides trailer or container, or will pay an allowance for equipment furnished by shipper, for ramp-to-ramp service from our Corwith Terminal in Chicago to our Hobart Terminal in Los Angeles.

Service operates daily, except Sunday, leaving Chicago 2 PM, arriving Los Angeles 4 AM (second morning). Eastbound service leaves Los Angeles 10 AM, arrives Chicago 4 AM (second morning).

"Super C" service costs $1,400 per trailer or container loaded to a weight not to exceed 35,000 pounds. An additional charge of $4 per 100 pounds is provided where the weight exceeds 35,000 pounds.

It costs more than regular rail service; but consider the benefits of shipping via "Super C" to minimize warehouse and distribution expense.

The railroad that is always on the move toward a better way

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From C&O/B&O: Fact vs fancy

Efforts of the affiliated Chesapeake & Ohio/Baltimore & Ohio to trim passenger-train losses have brought the full fury of indignant railfans down on the corporate shoulders of those carriers. Last week C&O/B&O Vice President Howard Skidmore gave the railroads' critics some patient (if pointed) replies.

To those who claim that "a rich railroad like C&O can afford a loss on its passenger service," Skidmore replied that if C&O-B&O hadn't started removing poorly patronized, deficit trains in 1948, their direct loss in 1967 would have been $65 million, greater than net income that year.

To those who admit that passenger trains lose money but fear that industrial development of the state or city may be hurt by their removal, Skidmore replied that the railroads' professional ID staff has found that "the presence of passenger train service has been of negligible value in efforts to attract industries in recent years."

He concluded: "The hard truth is that the effort to stem the flow of travelers from the trains to their automobiles and planes in C&O/B&O territory has, so far, proved as futile as an effort to drive back the ocean tides."

Our new look

This issue of Railway Age introduces important changes in our news and feature pages. Our goal is not only to provide our readers with hearty fare, but to make it easily and quickly digestible. To this end Art Director Joel Petrower and his staff have redesigned page layouts and selected a new headline type (square gothic now replaces the tempo bold of old). But the changes introduced this week are considerably more than visual. We have added space for more news, with no reduction in our normal feature space. The most apparent immediate result is a new graphics section (pp. 46 and 47), which will become a regular department in all issues.

Since the first issue of Railway Age appeared in 1856, our editors have tirelessly preached the gospel of change; and they have tried to practice what they have preached. So our "new look" is part of an old tradition. We hope you like it. Your suggestions will be welcomed.

—The Editors.

LUTHER MILLER

AS THE EDITOR SEES IT

A LOVE AFFAIR GONE SOUR: Hell hath no fury like a railfan scorned. Any railroader who doubts this is advised to take (1) an anti-apoplexy pill and (2) a look at a new book by Peter Lyon called "To Hell in a Day Coach—An Exasperated Look at Railroads" (J. P. Lippincott Co., Philadelphia and New York, 324 pejorative pp., $5.95). Like many railfans, Lyon is incensed by what he feels to be the railroads' contempt for the public interest. ("When the chairmen of the boards of railroad companies start talking about the public interest, it is time to count the spoons," he mourns.)

ONLY THE PLAINTIFF TESTIFIES: Most of Lyon's eminently readable and almost totally exasperating treatise reads like a one-sided report on a lovers' quarrel. He makes much of the early land grants to railroads (and, in fact, this is the principal foundation of his contention that the railroads are falling far short of meeting their public obligations)—but nowhere does his otherwise painstaking research seem to have turned up the information that railroads repaid the government 10 times the value of these lands in reduced freight rates. He makes much of what he considers to be the failure to provide passenger services at air-competitive prices—but the noble experiment with Sleepercoaches (which accomplished just that) appears to have escaped his attention. He gushes over Japan's New Tokaido Line and laments that U.S. railroaders "have on their minds more exigent matters than the performance of passenger trains in foreign countries"—but nowhere does he mention that the Japanese National Railways are wallowing in huge deficits and are now in the process of abandoning several thousand kilometers of line. (Doubtless, somewhere in Japan there is a Peter Lyon-san fuming over JNR's mismanagement and saying great things about U.S. railroads. And why not? After all U.S. railroads are operating in the black and pouring money into the national treasury, not taking it out).

GUILT BY ASSOCIATION: A good part of Lyon's book is taken up with a gossipy recital of past misdeeds of the railroads, and he somehow seems to suggest that no industry that was so sinful in the past can be any good today. That's like saddling Dwight Eisenhower with the Teapot Dome scandal. Lyon has good things to say about the railroads, but they get lost in invective. Clearly his romance was with the passenger train, not the railroads. And the affair is over. We can understand Lyon's chagrin. We only wish it hadn't boiled up into so much poisonous publicity the railroads really haven't earned.

FIRST "SUPER C" TRAIN is shown being loaded (above) at ATSF Corwith Yard in Chicago. At right, train bursts starting barrier. It was powered by two Electro-Motive FP-45s. The brand-new 3,600-hp diesel units had made just one previous run, a round trip between Chicago and Kansas City.

"super c"

Santa Fe claims it has world's fastest freight train

First Chicago-Los Angeles run took only about 35 hours. Consist is limited to TOFC/COFC.

Shippers have mostly gotten used to the old railroad sales pitch: "We get your freight there cheaper. . . . We run, come rain, fog, blizzard or anything else. . . . We're really pretty dependable."

So, it must have come as a mild surprise, not long ago, when Santa Fe people began turning up in shippers' traffic offices across the country with a sales proposal based on speed of service—at a whopping big price.

Shippers, however, tend to react quickly—and enough industrial traffic managers recovered from their initial shock to make "Super C" a going proposition—not just the fastest freight in the West but, so far as Santa Fe can determine, the world's fastest.

• **Off and running.** Little more than a week ago, "Super C" made its first run, on a 40-hour schedule over the 2,220 miles between Corwith Yard, Chicago, and Hobart Yard, Los Angeles. It was perhaps in keeping with the spirit of the occasion that Santa Fe carried off the whole operation with a flair, and with a refreshing disregard for playing it close to the vest. The motive power for "Super C" was relatively untried in actual service. The flat cars, most of them, were a new design. The schedule itself hadn't had the exhaustive testing many roads would demand. To top it off, the consist of the first westbound "Super C" included two passenger cars—occupied by ATSF President John S. Reed, Operating Vice President R. D. Shelton, Traffic Vice President T. M. Caiazza and a flock of Chicago-area newsmen.

What happened? "Super C" performed as advertised—and Santa Fe was off and running with a concept of high-speed freight operation which could conceivably do for freight service what the high-speed Northeast Corridor project is supposed to do for passenger service.

• **What's 'Super C'?** The fact-sheet on "Super C" reads something like this:

—Consist is limited to TOFC/COFC, with a 15-to-20-car maximum. Motive power, under normal circumstances, will be two or three 3,600-hp EMD FP45 units, semi-streamlined versions of

the SDP45. Trailer/container cars will be drawn largely from the fleet of 200 all-purpose cars acquired last year from GATX.

—Schedule will be 40 hours, six days per week. Westbound, the train will depart Chicago at 2 p.m. for arrival in Los Angeles at 4 a.m. second morning. Eastbound, "Super C" will leave at 10 a.m. from Los Angeles for Chicago arrival at 4 a.m. second morning. Average speed over the 2,220 miles will be 55 mph. By comparison, Santa Fe's crack streamliner, the "Super Chief," makes the westbound run in 40 1/2 hours and matches the 40-hour "Super C" time card eastbound.

—Rate will be $1,400 per trailer or container loaded to a maximum of 35,000 pounds, with a $4-per-hundredweight charge for lading in excess of the maximum. Service is offered on a Plan II ½ basis, with an allowance for shipper-furnished equipment.

—The service-rate combination offers shippers an attractive compromise. The rate is competitive with motor-carrier rates, and the service will meet or surpass that offered by the truckers. Rates are considerably lower than air-freight rates. While "Super C" isn't moving at jet speeds, the shipper concerned with actual time-in-transit will find that the train doesn't give away too many points to the plane.

Santa Fe traffic and research people think they have hold of a potentially great operation—one susceptible to expansion, if the transcontinental runs work out as expected. Eventually, there may be a "Super C" running coast-to-coast on a less-than-60-hour schedule. Eventually, more terminals in the West may be offered the service. Eventually, small-shipment service may be provided.

- **How it all began.** How did "Super

"Super C's" first payload was 7 two-trailer flat cars

The first "Super C" was scheduled to leave Chicago at 2 p.m. and reach Los Angeles 40 hours later. It didn't. The train started its inaugural run 10 seconds late—and finished five hours and 25 minutes early. With an average speed of 63.6 mph, it broke all Santa Fe transcontinental speed records.

The official departure time of 10 seconds past 2 p.m., Jan. 17, was recorded in the train's dynamometer test car by instruments that felt the exact moment of the first throttle-move. Arrival in Los Angeles was at 10:35 p.m., Jan. 18. In a sort of anti-climax, the train was then unloaded in 30 minutes.

John S. Reed, ATSF president, rode all the way on the new speedster. Also aboard were R. D. Shelton, vice president-operations, and T. M. Caiazza, vice president traffic, who says "There's a terrific interest in this. They are all watching to see if we can do it, both present customers and many who have never shipped on Santa Fe. I'm sure we can prove that 'Super C' will work. It's like any new product. It will take time to sell it. But I'm hopeful that we'll have 'Super C' running at full capacity within two months."

The first consist was seven two-trailer Santa Fe flat cars. Much of the cargo was merchandise that usually goes west by air or sleeper-cab truck, such as copper wire from Essex Wire Corp., auto parts from Ford and Chrysler, IBM machines and parts. In addition there were Quaker Oats bakery goods, Zenith color and black-and-white TV sets, Western Electric motor repair parts, along with pipe fittings, insulation materials and general merchandise.

Also in the consist were a Pullman and two business cars for Reed, other Santa Fe officers and reporters—about 20 in all, including Railway Age's Frank Malone. The train carried a dynamometer car equipped to measure drawbar pull, speed and mileposts, time of throttle positions, brake line pressure, wheel slip, brake cylinder pressure and times.

Loading of the first "Super C" started at Corwith Yard in Chicago at 11 a.m. The last trailer, Santa Fe No. 204056, was on at 12:29 p.m. By Milepost 16, the train was moving at 80 mph. Four fueling stops, 18 crew changes, and six 500-mile inspection stops were made. But by the time the train reached the first inspection point, Kansas City, one hour and 40 minutes ahead of schedule, it was clear that "Super C" was a winner.

C" come into being? Or, to be more specific, how did the high-speed concept develop from something that could be done to something that would be done? Traffic Vice President Ted Caiazza picks up the story at the time his people became involved directly: "Our market research and cost research staffs had been developing quite a bit of data, on rail rates, air freight rates and truck rates. There was the clear indication that the truckers were getting a premium rate, and obviously the airlines were, on daily and deferred service. We also tried to develop figures on intercity truck tonnage and air-freight loadings—and we found a considerable amount of business that seemed fair game for the kind of TOFC/COFC operation we had in mind."

Next came what Caiazza refers to as the test-marketing program: "We had to explore the whole matter of service as related to price. So we began in a number of cities—New York, Los Angeles, Detroit, Chicago, Indianapolis, the Twin Cities and so forth. Essentially, we were asking shippers how much they felt they could pay for the service we would provide. And initially, of course, we talked mostly with people we knew were already paying a premium for fast service—on such commodities as magazines, clothing, auto and airplane parts, to name a few."

Santa Fe found out that the willing-to-pay level varied. So, it was back to the conference table, for new evaluations. And then the decision was made to go.

● **'Give it a try.'** As Caiazza puts it, "We knew we could get a certain amount of business—but we didn't then know if it was enough business. So we decided to announce the service—to give it a try—and to send our people out to call on every possible user of a premium freight service."

Many meetings with Santa Fe sales people were held. The concept and its execution were painstakingly explained. The salesmen went to work. And, Hudson says, "the results have been most encouraging."

To a considerable extent, ATSF salesmen were breaking new ground. John A. Grygiel, manager-market research, points out that the sales effort was seeking "a market that was service-conscious rather than price-conscious—and this was a departure from the traditional railroad idea of lowering rates to attract traffic. In addition, our people had to make contact with both old and new customers—because much of the traffic we were considering was traffic from shippers who had not used rail service recently, if ever."

● **The interest builds up.** A few surprises cropped up. Santa Fe, for instance, bumped into a cookie producer in the East who sometimes used air freight to the West Coast. This shipper agreed to a two-trailer test shipment on "Super C." Then there was the greeting-card manufacturer in a Great Lakes city who trucked his product overnight to Chicago and shipped by air to LA. This shipper may provide a van a day, with card shipments topped with other freight to get the load closer to the maximum.

Expressions of interest and/or commitments came from such diverse sources as a Los Angeles department store, a structural steel producer, a mail-order house, drug and chemical producers. Freight forwarders were keeping a watchful eye on the proceedings—and some of them also indicated willingness to give "Super C" a whirl.

Meantime, outsiders were also getting interested. One of the nation's biggest air-freight lines wrote for information, enclosing a description of its own services. Santa Fe got a letter from the Department of Transportation, expressing "extreme interest in railroad rate and service proposals of a novel nature." ATSF furnished the facts.

Other railroads had varying opinions. Connecting lines were intrigued with the possibilities—and it is indicated that four trunk lines reaching the East Coast and at least one southern road are giving a long look to the service potential. Elsewhere, there seemed to be a certain fear that "Super C" might produce a rate-structure breakdown, that shippers would demand premium service at old rates. But Santa Fe has apparently managed to allay these fears, because the service is a genuine premium operation and the rate fully reflects it.

● **It's a real premium.** In some cases, Santa Fe people point out, "Super C" rates are close to three times the going rate. At $2,800 for two trailers or containers, the premium-train rate contrasts with an average of $1,000 for two Plan IV trailers Chicago-Los Angeles; $978 for two trailers hauling prepared foods; $940 for toilet preparations in two trailers; $1,282 for two vanloads of cameras; or $1,760 for electrical appliances in two trailers.

Santa Fe will provide an allowance if the shipper chooses to use his own trailer/container equipment—but at the moment it's regarded as doubtful that many users will make that choice, mainly because of the return-haul problem. Santa Fe itself is less sanguine about the eastbound business for "Super C"—in the face of studies showing that the potential volume is three times greater for the westbound service. Obviously, however, researchers have come up with enough eastbound prospects to justify announcing a beginning service, and traffic people say they'll be promoting LA-Chicago "Super C" vigorously.

Promotion shouldn't really be much

JUST BEFORE THE RECORD-BREAKING RUN: Hopes were high in Corwith Yard on Jan. 17—and the results justified the optimism. Above, awaiting the first departure of "Super C" are (l to r) Ernest S. Marsh, ATSF chairman; John S. Reed, the road's president; Graham Somerville, traffic vice president of Essex Wire Corp.; and two other Santa Fe officers: T. M. Caiazza, vice president traffic, and R. D. Shelton, vice president operations.

of a problem, at least internally. "Super C," with its potential for capturing high-class freight now moving other-than-rail, quickly got the strong support of President John Reed—and, Ted Caiazza says, enthusiasm has spread all the way through the enterprise, executive offices and switch shanties alike.

● **An idea develops.** Ironically, "Super C" started out as a research project aimed at something else entirely. Santa Fe simply wanted to find out if it should be offering a container-system service, as opposed to a trailer-system service in conventional piggyback. One thing led to another, researchers were exposed to new traffic-and-cost data—and "Super C" became a fast-developing project-offshoot from the container study.

For various reasons, including current availability of equipment and shipper preference, the premium train will be a trailer/container operation. But the container studies are still going on—and test results thus far leave a strong pro-container impression.

All this started more than a year and a half ago, as a joint project of the operating, traffic, market research, cost analysis and technical research departments. Three objectives were originally set:

—To determine the more profitable intermodal transportation system for Santa Fe, TOFC or COFC.

—To determine the most profitable role an intermodal system could play.

—To recommend a course of action to permit Santa Fe to take advantage of study findings.

Nine criteria for an intermodal system were developed—relating to line-haul and terminal handling, flexibility of operation, potential for fitting into future technological improvements.

The conclusions? "All the equipment components necessary to meet all criteria are now available. It is possible to establish a complete container system almost overnight with existing equipment components. Equipment is not a problem. Planning, coordination and control is."

● **Broad-based research.** In its studies, Santa Fe used just about everything—pencil and sliderule, computer and the railroad itself.

There were days which even old-line railroad men found exciting. More than a year ago, for instance, the researchers set out to make operational tests—train-resistance tests, TOFC vs COFC.

Santa Fe's operating department, champing at the bit and confident of its ability to perform, set aside 20 miles of high-speed mainline track for parts of two days. A number of piggyback cars with trailers and Flexi-Van cars with containers, plus five brand-new, 2,800-hp diesels were assigned to the tests.

● **Experiments move ahead.** In the tests, Santa Fe ran a COFC train of 31 Flexi-Van cars each carrying two 40-foot containers; and a 29-car conventional TOFC train of two-trailer, 85- and 89-foot flats. Five GE U28CG diesels furnished the power. Test equipment consisted of a dynamometer car running in reverse behind the locomotive so that resistances measured would be only that of the test portion of the train.

Train resistances in pounds per ton were calculated from quantities measured in the dynamometer car. Target speeds ranged from 35 mph to more than 80 mph.

As Assistant Director-Cost Analysis and Research W. L. Paul recalls, the tests "had significant line-haul cost implications. At speeds greater than 60 mph, much of the total train resistance is in the form of air resistance. For obvious reasons, trailers showed at a disadvantage. They also came off second best in weight considerations as related to acceleration, deceleration and operation in grade territory.

Containers cut all costs

"Even a casual observation," Paul says, "indicated that the cost of hauling a ton of freight is lower in containers than in semi-trailers. Tests indicated that use of containers would at least mean a savings in fuel, locomotive maintenance, number of units and equipment investment."

● **On to the computer.** Next step was to run the train-resistance data through a train-simulation computer program. Computer estimates confirmed the operating department's confidence that COFC and/or TOFC trains could be operated on fast schedules between the Midwest and California. An all container train, of course, would have the advantage in speed, fuel consumed, motive power requirements and dependability.

Meanwhile, Santa Fe was also making studies of distribution practices and distribution savings possible through use of intermodal services.

Researchers developed an arbitrary definition of premium freight—that moving by truck, air, REA, forwarder or parcel post—and then applied that definition to freight movements between the East and Midwest and the Pacific Coast.

After extensive probing of transportation-census data for several years, with a certain concentration on motor-carrier movements, conclusions were developed—and "Super C" was a step closer to being a freight train. Santa Fe found, John Grygiel says, that "motor carriers were effectively competing in the long-haul market, a market in which you would not normally consider them capable of competing with rail, from an economic standpoint. We concluded that there was a need for a more competitive rail transcontinental service to challenge truck and air service."

● **Going after proof.** Once these determinations had been made, two other bits of research had to be carried out: "Whether there was any interest in such a service on the part of our customers—and whether we had the technical capability to provide such a service."

Customer contact began giving answers to the first question. And the second point was cleared up in a series of tests which ought to rank with the most dramatic ever staged by railroads.

In May and June of last year, the operating department ran test piggyback trains at passenger-train speeds via both the Amarillo and the LaJunta route, to test the feasibility of providing a 40-hour premium service. In June, New York Central and Santa Fe cooperated to run a transcontinental test train of 36 loaded Flexi-Van containers from New York to Los Angeles.

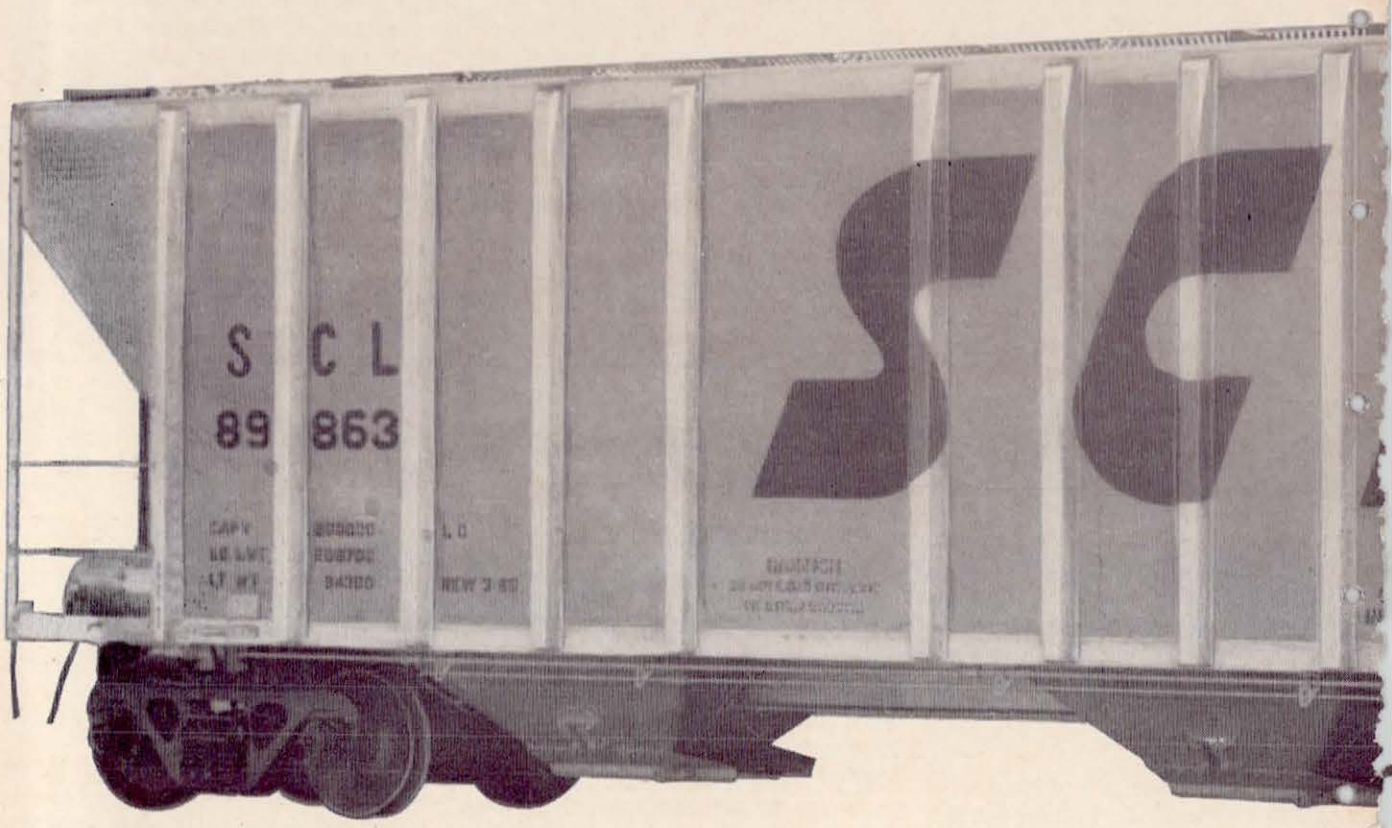
This train bypassed Chicago. It broke all previous speed records transcontinentally and on the Santa Fe, including "Super Chief" test trains' records.

The Flexi-Van train arrived in the piggyback yard in Los Angeles 54 hours and 20 minutes after departing from 130th Street in New York. Test equipment on the train more than confirmed the results of the October 1966 tests, over a 2,220-mile route.

● **Up, up and away.** R. D. Shelton, operating vice president, states it pretty simply: "From our observations, there are really no unusual problems to running trains such as this every day over a number of different routes and combinations of railroads."

Bill Paul outlined Santa Fe's program recently for members of the Transportation Research Forum in Chicago—and he added this personal note: "To me, the most inspiring aspect of the test was the tremendous enthusiasm of all the railroad people involved—officers, car inspectors, train and engine crews and so forth. There seemed to be a universal feeling that somebody was trying to do something different—and that railroads might not be an anachronism, after all." ■

S.C.L.'s aluminum covered hoppers... a carload of extra advantages for shippers:



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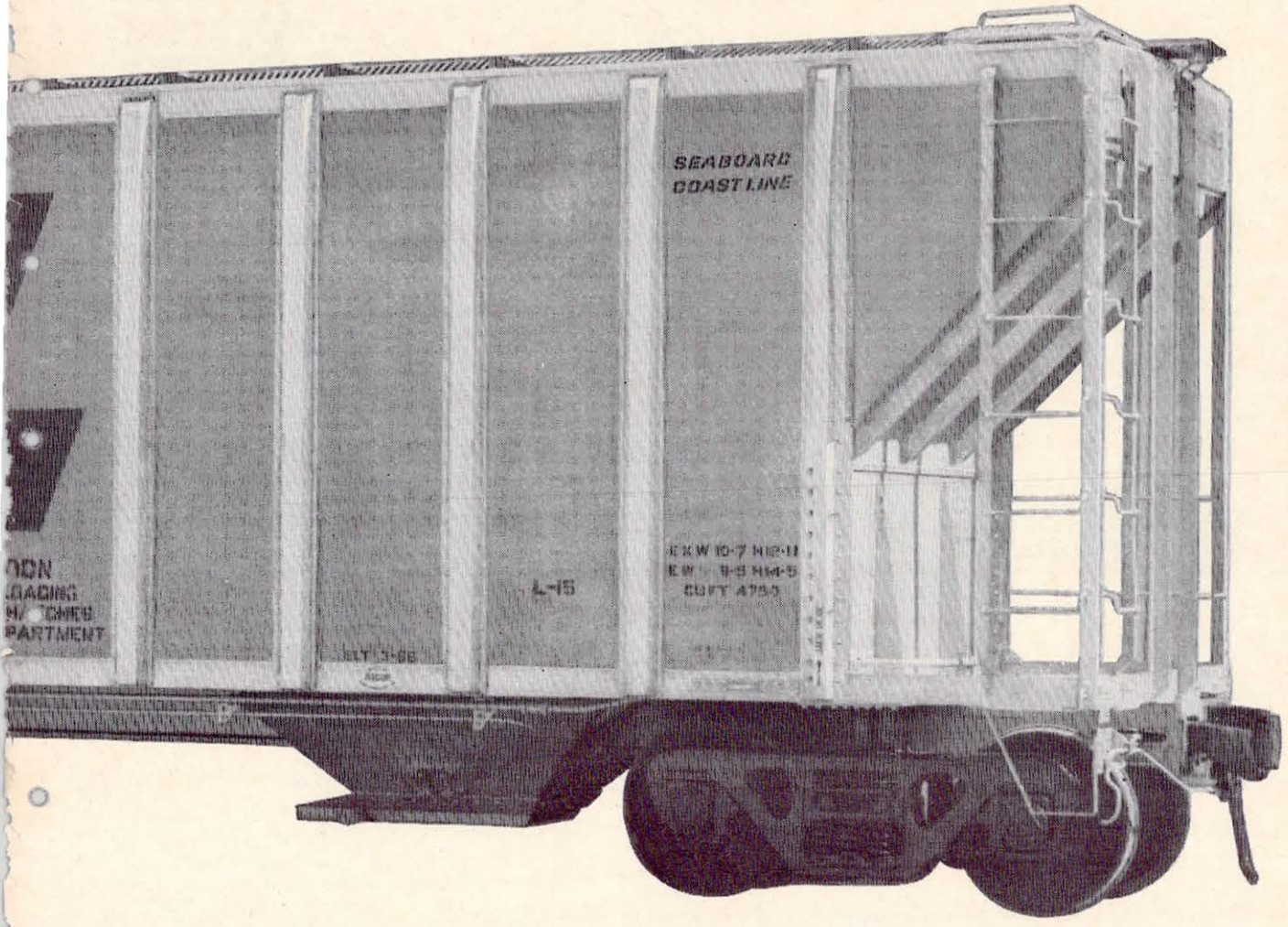

The Seaboard Coast Line values its customers. Prides itself on giving service, and coming up with practical solutions to today's tough transportation problems.

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Bigger payload is one obvious advantage. A covered hopper with a body of Reynolds Aluminum has a capacity 10,000 to 16,000 lbs. greater than a comparable all-steel car. This gives shippers the opportunity to move more product with fewer car placements.

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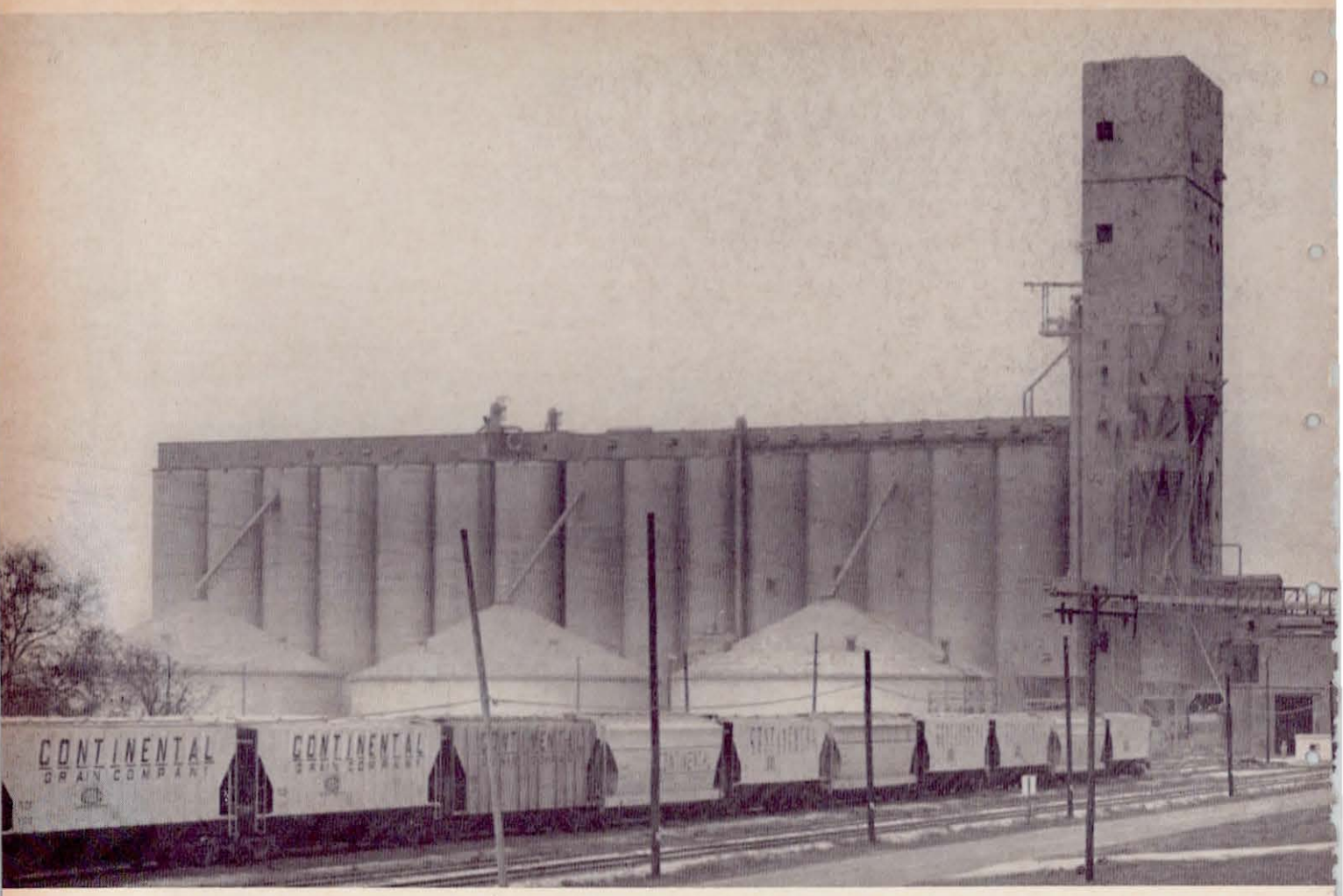


QUICK TRIP—One of nine corn-car blocks awaits unloading in New Orleans on fifth day after leaving from East St. Louis.

Fast rail service saves Illinois crop

Tight schedules, involving four railroads and the Continental Grain Co., help farmers clean out 1967 super-cornfields. Barge time for the movement might have been double that of rails.

The problem was that part of Illinois' giant 1967 corn crop might have rotted in the fields if Continental Grain Company had failed to get it dried in East St. Louis and moved to New Orleans for export—as fast as possible.

The answer was to route a steady flow of corn-filled hopper cars toward New Orleans in daily-departing blocks —by integration of the corn-cars with a regularly-scheduled Gulf, Mobile & Ohio freight train. Rails became the key to a consistent farm-to-port corn movement without serious pileup at any point.

The results: Within two months, Continental moved 3.2 million bushels of Illinois corn to help give New Orleans a record-breaking output; Illinois farmers cleaned out their 1967 super-cornfields; and GM&O gained nearly 70,000 tons of lading that otherwise might have gone on barges. The moves also taught Continental the value of tight scheduling and of having complete logistical control.

"Without this operation, Illinois farmers would have had serious trouble marketing their corn. It might have been held back in the fields and would have deteriorated there. There would have been a major harvest lag," says James N. Zarvos, Continental's division transportation manager in St. Louis.

● **Rails were essential.** What it all boiled down to was fast, dependable rail movement between East St. Louis and New Orleans. Although it was necessary for Continental to dry the corn before shipment south, that part of the process was taken care of by the just-in-time completion of a new dryer (reportedly the largest in the U.S.) at the company's East St. Louis elevator in mid-October. However, corn could be dried only as fast as it could be moved out. So, it could come in from the fields only as fast as it could be shipped out. In previous years, Continental had used barges, but "this year they just couldn't have handled the huge harvest," Zarvos says.

Zarvos met with representatives of the four railroads that would be needed, and in early October they drafted a traffic pattern centered on a basic unit of 28 covered hopper cars. Ted DeVilliers, GM&O traffic vice president at Mobile, played a key role in planning the movements.

The operation they designed had these elements:

—Daily loading of one of nine corn-car units between 4 p.m. and 2 a.m. at the East St. Louis elevator.

—Movement of the block by St.

Louis Terminal power to the GM&O yard at Venice, Ill., for insertion in GM&O freight train No. 33 departing at 1 p.m. and arriving in New Orleans at 9 a.m., second morning.

—At New Orleans, transfer of the corn-car block via Louisville & Nashville to Texas Pacific-Missouri Pacific Terminal for pickup by 11 p.m., arrival day and delivery to Continental's Westwego elevator by 7 a.m., next morning.

—Unloading at Westwego and return to L&N by 7 a.m., second day after arrival in New Orleans.

—Departure from New Orleans in GM&O No. 32 at 10:30 p.m., day after unloading, and arrival in East St. Louis at 5:20 p.m., second day after departure.

• **Barge-time cut in half.** According to Continental officers, a consistent five-day loading-in transit-unloading time was maintained throughout the operation. Barge time for the same movement would have been a maximum 10 days—the total spout-to-spout (East St. Louis) time for the hopper cars.

Throughout the operation, construction work continued at East St. Louis. This put one of the three loading tracks out of service, and required the after-work-hours carloading period.

The big month was November, when the "train-a-day" movement continued unbroken so that by Dec. 1 more than 750 carloads and 2.5 million bushels had gone to New Orleans. As a result, Continental's Westwego elevator had a record-breaking export output in November of 14.9 million bushels of grain. This was the largest known output of any Gulf elevator, according to Zarvos. The corn-car plan actually went into operation Oct. 27 and continued until Dec. 22, although the December traffic pattern was less regular.

The equipment used consisted mainly of TLDX hopper cars leased from Transport Leasing Corp., along with some SHPX hoppers from Shippers' Car Line Division. GM&O rates were 15¢ per 100 pounds plus a $50 surcharge per car—almost 3 cents more per 100 pounds than barge rates.

"An essential part of the operation was the terminal performance at both ends. It worked so beautifully that we were all surprised. We got supreme cooperation from all the railroads," Zarvos says.

In order to maintain control and identification of the movements, each train unit was given a name—the name of a Continental executive. For GM&O, it was TLDX 6349 or SHPX 46542. But for Continental, it was the Fribourg, Vogel, Harriss, Bidgood, O'Neill, Kuhl, Horn, or Turner train. ■

Containers help make Peoria a big port

Export-minded inland shippers have a big stake in the future of containerization, speaker stresses at last week's meeting of the Bulk Packaging Institute.

"Greetings from the Port of Peoria," is the way one shipper began his talk at the meeting in New York last week of the Bulk Packaging and Containerization Institute.

The greeting was not as facetious as it might seem. The speaker, Don Chakas, export traffic supervisor for Caterpillar Tractor, was underlining the fact that inland shippers are export-minded, and have a big stake in the future of containerization.

Peoria, he pointed out, has customs receipts of $20 million annually, and Illinois as a whole exports $2.5 billion annually, although it's 800 miles from the ocean.

According to Chakas, containers are helping to cut order-delivery cycles up to 50% for many midwestern shippers moving goods to consignees in Europe.

He gave this as an example: A shipper requests containers from a steamship line on Tuesday. The latter would provide them from a central pool, notifying the inland carrier selected to place the containers for loading at a shipping facility. Containers would be loaded through Wednesday for delivery to the rail carrier that night, for forwarding in a "super-van" service providing delivery to the ship Friday morning, for sailing that day.

Allowing 6-9 days for the ocean crossing, the containers would be discharged onto waiting skeletal trailers at the destination port. If the goods were bonded beforehand, delivery and customs clearance might be accomplished the same day.

Total elapsed time: 12 days after the seal was placed on the container at point of origin, compared with an order-delivery cycle of 40-45 days that was usual in the past.

Said Chakas: "This example is based, of course, on closely coordinated services. But it is becoming more than an example, it is becoming practice."

The steamship lines are not the only ones putting containers into the distribution pipeline. One railroad that bet heavily on containers and is now reaping the benefits is the Southern, according to W. W. Simpson, Jr., Southern's director of technical development.

"Our container fleet now totals over 2,000 40-ft boxes, 120 20-ft boxes, and smaller groups of 5-ft and 10-ft containers being used primarily on a test basis.

"Our growth has been considerable, increasing by 1500% between 1961-1965. In 1961, we handled 7,000 trailers and containers; in 1966, 110,000."

In Simpson's opinion, "containerization represents lower costs to the railroad than the handling of trailers on flat cars. As volume increases, this cost differential will become more apparent, and this, together with the fact that international trade is rapidly moving in the container direction would certainly indicate that within the next several years, growth in the containerization area will far exceed the growth of piggybacking or the handling of trailers on flat cars.

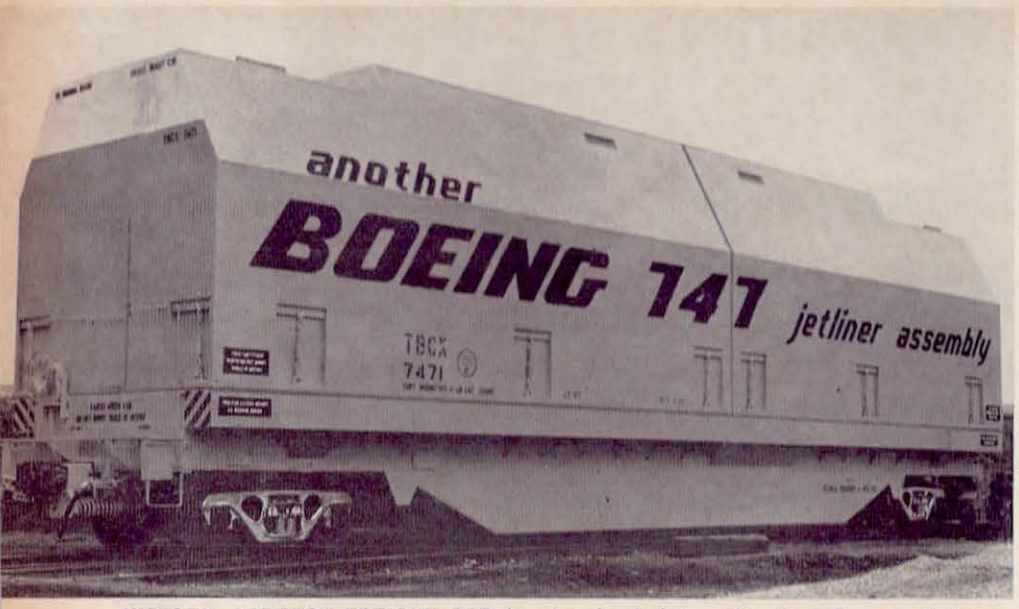
"An important step in the movement toward containerization is the fact that Trailer Train will shortly adopt an all-purpose Trailer Train car suitable for the handling of trailers as well as containers. With the all-purpose car available, railroads should be able to enter into the container field with less investment than was formerly required."

The far-off goal lying beyond all these concepts is a single distribution pipeline in which all carriers participate. To promote this goal is the task of the Department of Transportation's newly created Office of Facilitation.

According to the Office's director, Robert J. Blackwell, one problem being looked at is how to cut down red tape and paperwork. "We believe the time has come for carriers to be able to quote through rates for international, intermodal shipments. We believe the number of forms that a shipper must file can be reduced.

"We also believe that industry and government can devise a uniform commodity code so that tariffs can be understood by shippers and truckers and railroads and ocean carriers."

The office, Blackwell said, is working on programs to permit movement of cargo from inland points in this country to inland points abroad on a single bill of lading, with single carrier responsibility, with uniform liability terms. A uniform commodity code would have a single rate basis for quoting tariffs. ■



WORLD'S LARGEST FREIGHT CAR is what its builder—St. Paul Foundry & Manufacturing Co.—calls this deep well flat car. Another is being built for delivery soon.

Huge flat car hauls big parts for jetliner

Nose and cockpit assembly for Boeing's first 747 makes smooth trip in canopied car with 10,700-cubic-foot capacity. Jet building program will require 110 flat cars equipped with canopies.

Taking to the rails of the Santa Fe, the Burlington and the Great Northern last month, the nose and cockpit assembly for the first 625-mph, 350-passenger Boeing 747 jetliner made a smooth trip to Boeing's new assembly plant at Everett, Wash.

Going northeast to get northwest, the giant assembly, produced and loaded at Boeing's Wichita (Kan.) plant, departed via the Santa Fe for Kansas City, then continued on the Burlington to Sioux City, Ia. The final leg of the journey, including the switching into the Boeing plant, was handled by the GN.

• **World's largest.** The 747 will be the world's largest commercial airliner. Suitably, the component shipment was made in a rail car which its producer, St. Paul Foundry & Manufacturing Co. terms "the world's largest freight car." With a capacity of 10,700 cubic feet, it may well be.

Measuring 61 ft., 8 in. over strikers, the canopied deep-well flat car rises 19 ft., 2 in. above the rail and has a breadth of 12 ft., 10 in. As on the shakedown trip last month, all future routings of the car—both loaded and empty—must be preceded by a three-day alerting notice to all participating carriers.

SPF&M, a relative newcomer in the carbuilding field, is now building another of the canopied cars with delivery expected from its St. Paul, Minn., plant in late February. According to Bob Hewitt, vice president of SPF&M's railway and structural machine division, five or six more may be completed before the end of the year. Boeing has indicated that a total of eight nose-assembly canopy cars will be needed.

• **Program calls for 110 cars.** Altogether, the aircraft manufacturer will require 110 flat cars equipped with canopies to carry out its 747 jet program, which should start showing results in late 1969 with delivery of the first giant plane. Some cars, like those being produced by SPF&M, will be purchased outright. Others will be provided by participating railroads, fltted with canopies by Boeing and then held in assigned service.

The first SPF&M car is equipped with 12-in.-travel Hydra-Buff end-of-car cushioning units and 770-ton roller bearing trucks. It has no center sill and its underframe clears the rails by a scant 5¾ in. When delivered last fall to the Boeing plant in Wichita, the first car was fitted with special interior holding devices designed specifically for 747 nose assemblies. According to Dick Beck, Boeing traffic officer in Everett, the nature of the airplane's assemblies precluded the use of standard load restraining devices.

To load and unload the nose assemblies, the two-piece 12-ton canopy must be removed from the car first. Boeing has overhead crane systems at its loading and unloading sites for removing and replacing the canopy sections and to handle the nose assemblies in and out of the car.

• **Planning ahead.** Beck reports that the SPF&M car "performed very well on its first trip" last month. No unusual problems were encountered. But, long before the trip was made, the participating railroads conducted detailed studies and cleared the way for the outsized car. The GN, for one, raised bridges, lowered tracks and widened cuts along the special route. In the very early stages of development of the Paine Field plant—reported to be the "largest volume plant in the world"—Boeing laid a 1.7-mile spur line connecting the plant site with GN's Puget Sound mainline.

The mainline is 500 vertical feet below the plant. The spur line snakes up through Japanese Gulch on an ascent so steep that the front end of a locomotive is two feet higher than the back end.

Boeing expectes to be handling a peak of 173 cars per month at the Paine Field plant. Airframe assemblies (fuselage, wing and tail sections) and wheel assemblies will be transported in the canopy flat cars. Components for the giant 747 jetliners will be shipped by rail from such far-flung places as Dallas, Tex., Los Angeles, Phoenix, Ariz., Long Island, N.Y., and Wichita. Many payloads arriving at the Everett plant will be quite large, but none will match those originating at the Wichita plant. ■

TRAFFIC POLL REPORT

Why do airlines have more sex appeal?

Traffic managers say they tell their story better than rails.

Railroads are really a lot better than they seem to be—but either through diffidence or clumsiness, they often don't put their best foot forward.

That is the consensus of 80-odd leading shippers who responded to Railway Age's January Traffic Poll—a record number of replies. The Poll sought to establish what kind of "image" each of the various modes of transportation has in the minds of shippers.

● **Airlines strong on glamour.** Generally speaking, the airlines scored highest in the broad area that one respondent identified as "sex appeal." The shippers felt that airlines seemed to have their eyes more on tomorrow than yesterday; they also gave an overwhelming vote to airlines on identification with a youthful, aggressive image, and progressive research and development.

Significantly, the highest single score rolled up by the airlines was in effective image-building through advertising and public relations. It was on this question that railroads made their lowest score.

Also significantly, the railroads scored highest when shippers were asked (1) which of the modes were better than their public images would indicate, and (2) which were most misunderstood due to failure to communicate effectively.

● **Rails score on equipment, claims.** Probably the most important questions of all were those relating to service—in terms of (1) providing the kind of equipment shippers want and need; and (2) handling shippers' claims.

In both of these areas, the railroads

(Continued on page 50)

How do you rate the four major modes of transportation in the following categories? (Please rate carriers 1, 2, 3 or 4 in each instance.)

Attuned more to the future than to the past—

	First	Second	Third	Fourth
Railroads	9	34	11	16
Truckers	8	33	35	6
Airlines	66	10	3	2
Waterways	1	5	20	55

Eager to establish a progressive image, through advertising and public relations—

	First	Second	Third	Fourth
Railroads	9	27	34	12
Truckers	4	40	30	8
Airlines	69	7	4	1
Waterways	0	8	13	59

Operated by youthful, aggressive managers—

	First	Second	Third	Fourth
Railroads	5	11	45	21
Truckers	13	57	9	3
Airlines	64	9	6	1
Waterways	0	4	20	53

Willing to stand on their own feet, without outside help—

	First	Second	Third	Fourth
Railroads	44	10	7	10
Truckers	14	39	11	4
Airlines	6	13	33	15
Waterways	6	6	17	38

Actually better than their public image would indicate—

	First	Second	Third	Fourth
Railroads	49	7	11	9
Truckers	12	31	21	9
Airlines	9	23	21	22
Waterways	5	14	22	34

Misunderstood due to failure to communicate with the public—

	First	Second	Third	Fourth
Railroads	50	16	9	3
Truckers	6	32	27	10
Airlines	2	5	26	40
Waterways	19	22	12	20

Progressive in research and development—

	First	Second	Third	Fourth
Railroads	14	40	14	9
Truckers	2	17	35	21
Airlines	63	11	4	1
Waterways	0	9	23	44

Provide modern equipment suited to shippers' needs—

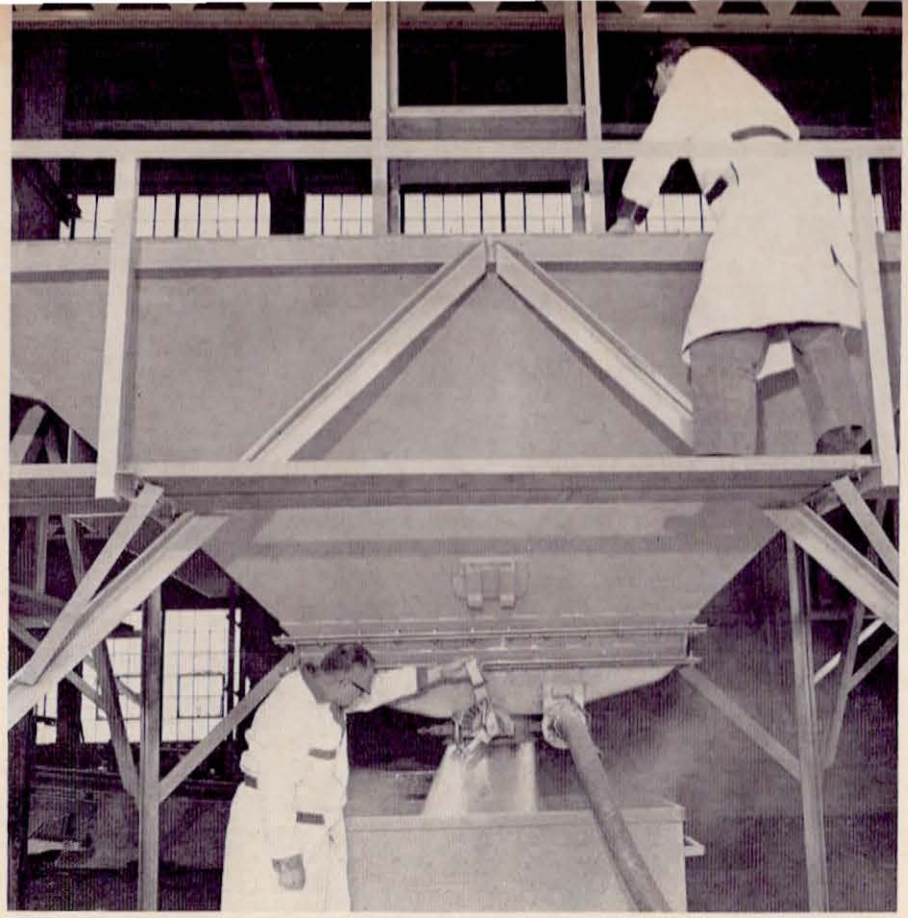
	First	Second	Third	Fourth
Railroads	30	16	26	8
Truckers	23	36	11	9
Airlines	27	16	24	9
Waterways	1	10	14	49

Willingness to handle claims expeditiously and sympathetically—

	First	Second	Third	Fourth
Railroads	40	15	11	13
Truckers	13	38	16	12
Airlines	18	16	29	5
Waterways	6	9	14	36

How can railroads best improve their image? (For answers see accompanying text.)

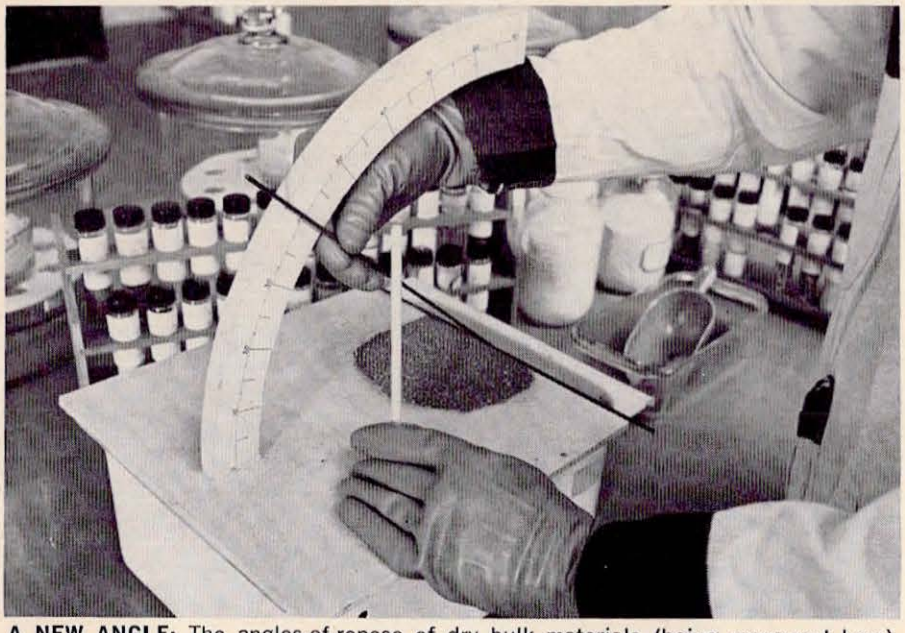
NOTE: Poll respondents did not answer all questions.



DOWN IT FLOWS: Controlled discharge of powdery ladings—which tend to compact in a covered hopper—is achieved with ACF's new fluidized butterfly outlet.

How ACF lab helps shipper of dry bulk commodities

Research at St. Charles Technical Center plays a major role in developing new and improved cars to meet shippers' needs.



A NEW ANGLE: The angles-of-repose of dry bulk materials (being measured here), indicate how full a car can be loaded by unassisted gravity means.

With today's emphasis on transportation of dry commodities in bulk, the Missouri laboratory of one carbuilder is gaining new importance in car design and customer satisfaction. This facility, a part of the ACF Technical Center at St. Charles, is devoted to testing the loading, in-transit and unloading characteristics of dry bulk materials that may be moved in covered hopper cars.

Such experimentation has played an important role in the development of new and improved cars to meet the specialized needs of railroads and shippers. The design of the Center Flow line of dry bulk cars has been helped by the ACF facility, according to H. L. MacGregor, supervisor of test services; the cars have also been given the capability to handle more ladings.

● **Caking problem.** Experience has shown, for example, that many powdery products, such as flour or cement, normally cake during transit. To unload such material, it is necessary for the lading to be loosened so that it may flow from the discharge outlet. In developing its aeration system to accomplish this, ACF came up with a permeable stainless steel membrane through which pressurized air is forced into the load.

Loading and unloading of commodities—utilizing ACF's receiving and discharge systems—are simulated at the laboratory which is equipped with two gravity hoppers, two pressure hoppers and a pressure-differential hopper in addition to blowers and vacuum equipment.

● **Many tests.** Hundreds of commodities have been tested to determine each product's flow characteristics, its need for sanitary handling, its tendencies to bridge and compact, and its hygroscopic (moisture-absorbing) properties. A number of control checks are made during unloading to evaluate the behavior of lading in hoppers. If, for example, the behavior of the material changes with temperature, the product is then checked at the highest and lowest temperatures at which it would be handled. The commodity's density and moisture content, the air flow, air velocity and static pressure are all measured. Often ACF is asked to test new bulk materials without knowing just what the product is, or when and how the manufacturer intends to market it.

The work at the dry bulk commodities laboratory is only one of many research activities at St. Charles. They represent a coordinated effort to produce equipment which ACF sees as required by railroads to meet immediate and long-range needs in freight transportation. ■

Association calendar

Based on available information, Railway Age has prepared the following list of organizations giving names and addresses of secretaries and, where available, places and dates of next or regular meetings.

AIR BRAKE ASSOCIATION.—W.T. Jados, 3527 Wisconsin Ave. Berwyn, Ill. 60403. Sept. 28-Oct. 2, Sherman House, Chicago.

AMERICAN ASSOCIATION OF BAGGAGE TRAFFIC MANAGERS.—W. B. Paul, Seaboard Coast Line, P.O. Box 1620, Richmond, Va. 23213. May 13-15, Hotel Commodore, New York.

AMERICAN ASSOCIATION OF PASSENGER TRAFFIC OFFICERS.—R. C. Buckingham, P. O. Box 1167, Evanston, Ill. 60204. September 22-24, The Abbey on Lake Geneva, Fontana, Wis.

AMERICAN ASSOCIATION OF RAILROAD SUPERINTENDENTS.—Mrs. Ruth Weggeberg, 220 S. Michigan Ave., Chicago, 60604. June 18-20. Radisson Hotel, Minneapolis.

AMERICAN COUNCIL OF RAILROAD WOMEN.—Mrs. E. S. Holloway, 701 Commerce St., Dallas, 75202. Spring meeting, Apr. 20-21, The Greenbrier, White Sulphur Springs, W. Va.; Annual meeting, Oct. 18-20, Sheraton Hotel, Cleveland.

AMERICAN RAILWAY BRIDGE & BUILDING ASSOCIATION.—Mrs. Ruth Weggeberg, 220 S. Michigan Ave., Chicago, 60604. Sept. 9-11, Conrad Hilton Hotel, Chicago.

AMERICAN RAILWAY DEVELOPMENT ASSOCIATION.—E. N. Duncan, Great Northern, 175 E. Fourth St., St. Paul, 55101. Apr. 28-May 1, Montreal.

AMERICAN RAILWAY ENGINEERING ASSOCIATION.—Works in cooperation with the Association of American Railroads, Engineering Division—E. W. Hodgkins, Exec. Secretary, 59 E. Van Buren St., Chicago, 60605. Mar. 19-21, Palmer House, Chicago.

AMERICAN SHORT LINE RAILROAD ASSOCIATION.—J. I. Collier, Jr., 2000 Massachusetts Ave., N.W., Washington, D.C., 20036. Sept. 23-25, Marriott Motel, Atlanta.

AMERICAN SOCIETY OF MECHANICAL ENGINEERS.—O. B. Schier II, 345 E. 47th St., New York, 10017. Dec. 1-5, New York Hilton Hotel, New York.

Railroad Division.—D. W. Odiorne, Edgewater Steel Co., 80 E. Jackson Blvd., Chicago 60604. Joint Conference with IEEE, Mar. 27-28, Conrad Hilton Hotel, Chicago.

Associated Traffic Clubs.—John Middleton, Exec. Secy., Suite 750, 407 S. Dearborn St., Chicago, 60605. Sept. 8-10, Leamington Hotel, Minneapolis.

ASSOCIATION OF AMERICAN RAILROAD DINING CAR OFFICERS.—M. A. Ingram, Pennsylvania RR, Sunnyside Yards, Long Island City, N.Y. 11101. Oct. 20-23, Twin Bridges Marriott Motor Hotel, Washington, D.C.

ASSOCIATION OF AMERICAN RAILROADS.—T. M. Goodfellow, Pres.; G. S. Prince, Exec. Vice-Pres.; R. E. Keefer, Exec Asst. to Pres., and Secy-Treas., Transportation Bldg., Washington, D.C. 20006.

Law Department.—W M. Moloney, Gen. Coun., Transportation Bldg., Washington, D.C. 20006.

General Claims Division.—J. A. Risendal, Exec. Vice-Chairman, 59 E Van Buren St., Chicago, 60605. Apr. 30-May 2, Denver Hilton Hotel, Denver.

Operations and Maintenance Department.—R. R. Manion, Vice-Pres., Transportation Bldg., Washington, D.C 20006.

Operating-Transportation Division.—C. A. Lauby, Exec. Vice-Chairman, Transportation Bldg., Washington, D.C. 20006. W. E. Todd, Staff Secy., 59 E. Van Buren St., Chicago, 60605.

Communication and Signal Section.—George McCann, 59 E. Van Buren St., Chicago, 60605. Oct. 1-3 Adolphus-Baker Hotels, Dallas.

Safety Section.—W. E. Todd, Staff Secy., 59 E. Van Buren St., Chicago, 60605.

Engineering Division.—E. W. Hodgkins, Exec. Vice-Chairman, 59 E. Van Buren St., Chicago, 60605. Mar. 19-21, Palmer House, Chicago.

Mechanical Division.—F. H. Stremmel, 59 E. Van Buren St., Chicago, 60605. June 26-27, Sherman House, Chicago.

Freight Claim Division.—J. C. Hindman, 59 E. Van Buren St., Chicago, 60605. May 7-9, Queen Elizabeth Hotel, Montreal.

Purchases and Materials Management Division.—J. H. Bean, Exec. Vice-Chairman, 59 E. Van Buren St., Chicago, 60605. Sept. 18-20, Chase-Park Plaza Hotel, St. Louis.

Management Systems Department.—R. R. Manion, Vice-Pres., Transportation Bldg., Washington, D.C. 20006.

Data Systems Division.—R. A. Petrash, Exec. Dir.; V. G. Rymarowicz, Secy., Transportation Bldg., Washington, D.C. 20006. Sept. 23-25, Pick Congress Hotel, Chicago.

Economics and Finance Department.—Burton N. Behling, Vice-Pres., Transportation Bldg., Washington, D.C. 20006.

Accounting Division.—Philip A. Lyon, Transportation Bldg., Washington, D.C., 20006. June 10-12, Drake Hotel, Chicago.

Treasury Division.—Philip A. Lyon, Transportation Bldg., Washington, D.C. 20006. Oct. 14-16, Arizona Biltmore Hotel, Phoenix, Ariz.

ASSOCIATION OF INTERSTATE COMMERCE COMMISSION PRACTITIONERS.—Mrs. C. M. Bridgeman, Exec. Secy., 1112 ICC Bldg., Washington, D.C. 20423. June 19-21, Radisson Hotel, Minneapolis.

ASSOCIATION OF RAILROAD ADVERTISING MANAGERS.—J. D. Singer, Exec. Secy., Chesapeake & Ohio, Cleveland, 44101. May 12-15, Chase-Park Plaza Hotel, St. Louis.

ASSOCIATION OF RAILROAD EDITORS.—P. W. Stafford, Great Northern, 175 E. Fourth St., St. Paul, 55101. Sept. 18-20, Hotel Roanoke, Roanoke, Va.

CANADIAN INDUSTRIAL TRAFFIC LEAGUE.—A. A. Landry, Gen. Mgr., 20 Bloor St., West, Toronto 5, Ont. Feb. 26-29, Royal York Hotel, Toronto.

CANADIAN RAILWAY CLUB.—W. J. Cadogan, P.O. Box 162, Montreal 3, Que. Regular meetings, second Monday of each month except Feb., June, July, Aug. and Oct. Oct. meeting on first Monday, Queen Elizabeth Hotel, Montreal.

CAR DEPARTMENT ASSOCIATION OF ST. LOUIS.—H. D. Smith, 1101 Donnell Ave., St. Louis, 63137. Regular meetings, third Tuesday of each month except June, July and Aug. Fred Harvey's Restaurant, 2nd floor, Union Station, St. Louis.

CAR DEPARTMENT OFFICERS' ASSOCIATION.—E. W. Gebhardt, 297 Highland Ave., Elmhurst. Ill. 60126. Sept. 28-Oct. 2, Sherman House, Chicago.

CAR FOREMAN'S ASSOCIATION OF OMAHA, COUNCIL BLUFFS AND SOUTH OMAHA INTERCHANGE.—C. G. Poetzel. Chicago & North Western, 2111 Avenue I, Council Bluffs, Ia. 51501. Regular meetings, second Tuesday of each month except July and Aug., Chieftain Hotel, Council Bluffs.

CAR FOREMEN'S ASSOCIATION OF CHICAGO.—J. J. Sacheck, 4841 North Nagle Ave., Chicago, 60630. Regular meetings, second Monday of each month except June, July, Aug. and Oct., LaSalle Hotel, 7:00 p.m.

CENTRAL RAILWAY CLUB OF BUFFALO.—M. A. Redding, Exec. Secy., 214 Kenmore Ave., Buffalo, 14223. Regular meetings, second Thursday of each month except May, June, July and Aug., Cordon Bleu, 8:00 p.m.

CHICAGO RAILROAD DIESEL CLUB.—E. C. Fosdick, 225 Illinois Blvd., Hoffman Estates, Ill. 60172. Regular meetings, first Monday of each month except July, Aug. and Sept., Hartford Bldg., 365 West Monroe St., 5:30 p.m.

CHICAGO RAILROADS' CAR ACCOUNTING OFFICERS.—W. S. Aaron, Jr. (Chairman) Chicago, Rock Island & Pacific, 745 S. La Salle St., Chicago, 60606. Regular meetings, last Wednesday of each month except July and Aug., Traffic Club, Palmer House, 12 noon.

EASTERN ASSOCIATION OF CAR SERVICE OFFICERS.—T. F. Schaekel, Room 515, 15 No. 32nd St., Philadelphia, 19104. Nov. 7-8, Chateau Champlain, Montreal.

Eastern Car Foreman's Association.—J. D. O'Brien, 18 Parkerson Rd., Edison, N.J., 08817. Regular meetings, third Tuesday of Jan., Feb., Mar., Apr., May, Oct. and Nov. McAnn's Restaurant, 465 Lexington Ave., New York.

GREAT LAKES RAILWAY CLUB.—R. M. Masterson, 1331 W. 103rd St., Cleveland, 44102. Regular meetings, third Tuesday of each month except June, July and Aug., Pick-Carter Hotel, Dinner, 6:30 p.m.; meeting 7:30.

INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS.—Donald G. Fink, Gen. Mgr., 345 E. 47th St., New York 10017. Mar. 18-21. New York Hilton Hotel, New York, Exhibits at the Coliseum.

Committee on Land Transportation.—J. J. Schmidt, C&O/B&O, 1 North Charles St., Baltimore, Md. 21201. Joint Conference with ASME Railroad Div., Mar. 27-28, Conrad Hilton Hotel, Chicago.

LOCOMOTIVE MAINTENANCE OFFICERS' ASSOCIATION.—C. M. Lipscomb, 1721 Parker St., North Little Rock, Ark. 72114. Sept. 28-Oct. 2, Sherman House, Chicago.

MAINTENANCE OF WAY CLUB OF CHICAGO.—J. S. Kopec, Chicago, Milwaukee, St. Paul & Pacific, Room 898, Union Station, Chicago, 60606. Regular meetings, Oct.-Apr., Midland Hotel.

METROPOLITAN RAILWAY CLUB OF NEW YORK.—Fred Osthoff, Railway Age, 30 Church St., New York, 10007. Regular meetings. Feb. 29, Apr. 18, Sept. 19, Nov. 7. Dec. 5. Penn Garden Hotel.

MILITARY RAILWAY SERVICE VETERANS.—R. E. Godley, 634 Fifth St., Pass Christian, Miss. 39571. Sept. 20-22. Brown Hotel, Louisville.

MISSISSIPPI VALLEY MAINTENANCE OF WAY CLUB.—J. G. Bateman, Alton & Southern RR., P.O. Box 270, East St. Louis, Ill. 62202. Regular meetings, second Monday of each month, Sept. through May, Louis IX Room, Fred Harvey's Restaurant, Union Station, St. Louis.

NATIONAL ASSOCIATION OF REGULATORY UTILITY COMMISSIONERS.—Everette Kreeger, 5310 ICC Bldg., P.O. Box 684, Washington, D.C. 20044. Nov. 11-14, Palmer House, Chicago.

NATIONAL ASSOCIATION OF SHIPPERS' ADVISORY BOARDS.—J. R. Morton, Combustion Engineering, Inc., Prospect Hill Rd., Windsor, Conn. 06095. Oct. 15-17, Riviera Hotel, Las Vegas, Nev.

NATIONAL DEFENSE TRANSPORTATION ASSOCIATION.—Helen J. Amidon, 1612 K St., N.W., Washington, D.C. 20006. Oct. 13-16, Washington Hilton Hotel, Washington, D.C.

NATIONAL INDUSTRIAL TRAFFIC LEAGUE.—L. J. Dorr, Exec. Secy., Suite 909, 711 14th St., N.W., Washington, D.C. 20005, Nov. 14-17. Statler-Hilton Hotel, Los Angeles.

NATIONAL RAILROAD LUBRICATION COUNCIL.—Herman C. Brandt, 2824 McCully Rd., Allison Park, Pa., 15101. May 9, Sheraton-Cleveland Hotel, Cleveland.

NATIONAL SAFETY COUNCIL.—L. W. Dutton, Staff Representative, 425 N. Michigan Ave., Chicago, 60611. Railroad Section annual meeting, Oct. 29-31 La Salle Hotel, Chicago.

NEW ENGLAND RAILROAD CLUB.—Wm. M. McCombs, P.O. Box 445, Pembroke, Mass. 02359. Regular meetings second Tuesday in Feb. Apr. Oct. and Dec. Sheraton-Plaza Hotel, Boston, Dinner 6:30 p.m. Banquet, second Thursday in May.

NEW YORK RAILROAD CLUB.—F. R. McCarthy, Exec. Secy., 466 Lexington Ave., New York, 10017. Meetings Mar. 21, May 16. Oct. 17, Windsor Ballroom. Hotel Commodore, New York. Reception, 5:30 p.m.; dinner, 6:30; meeting; 7:45. Annual meeting and dinner, Dec. 5, Grand Ballroom, Hotel Commodore.

NORTHWEST CARMEN'S ASSOCIATION.—N. J. Maglich, Minnesota Transfer Ry., 508 N. Cleveland Ave., St. Paul 55114. Regular meetings, first Monday of each month except June, July and Aug., Y.M.C.A., Midway Branch. 1761 University Ave., St. Paul.

NORTHWEST MAINTENANCE OF WAY CLUB.—E. L. Boland, 2 Milwaukee Station, Minneapolis 53203. Regular meetings, fourth Thursday of each month. Oct. through Apr., except Nov. and Dec., which are third Thursday, Prom Center-Arizona Room, 1190 University Ave., St. Paul. Social hour, 5:50 p.m.; dinner, 6:30.

PACIFIC RAILWAY CLUB.—K. J. MacGregor, Southern Pacific, 65 Market St., San Francisco 94105. Meetings in alternate months in San Francisco and Los Angeles. One meeting a year at Sacramento and at Roseville.

RAILROAD JOINT FACILITY CLUB OF CHICAGO.—F. Breese, Chicago & Western Indiana, 47 W. Polk St., Chicago, 60605. Regular meetings, first Monday of each month except July, Aug. and Sept., Traffic Club, Palmer House, Chicago. 12 noon.

RAILROAD PERSONNEL ASSOCIATION.—E. G. Slocum, Bessmer & Lake Erie, P.O. Box 536, Pittsburgh, 15230. Sept. 26-28. Broadmoor, Colorado Springs.

RAILROAD PUBLIC RELATIONS ASSOCIATION.—J. N. Ragsdale, Association of American Railroads, Transportation Bldg., Washington, D.C., 20006. June 9-12, Fairmont Hotel, San Francisco.

RAILWAY CLUB OF PITTSBURGH.—G. E. Morrison, 2710 Koppers Bldg., Pittsburgh 15219. Regular meetings, third Thursday of each month except June, July, Aug., Sept. and Dec., Penn-Sheraton Hotel. Dinner, 6:30 p.m.; meeting, 7:30.

RAILWAY ENGINEERING-MAINTENANCE SUPPLIERS' ASSOCIATION.—W. J. Joy, Exec. Secy., 332 S. Michigan Ave., Chicago, 60604. Exhibit, Mar. 18-21. International Amphitheater, Chicago.

RAILWAY FUEL AND OPERATING OFFICERS' ASSOCIATION.—L. H. Peters, 10414 S. Wood St., Chicago, 60643. Sept. 28-Oct. 2. Sherman House, Chicago.

RAILWAY PROGRESS INSTITUTE.—N. A. Lennartson, Pres., 1140 Connecticut Ave., N.W., Washington, D.C. 20036. Oct. 24, Sheraton-Park Hotel, Washington, D.C.

RAILWAY SIGNAL AND COMMUNICATIONS SUPPLIERS' ASSOCIATION.—W. H. Allen, 170 Broadway, New York 10038. Exhibit, Oct. 1-3, Adolphus-Baker Hotels, Dallas.

RAILWAY SUPPLY ASSOCIATION.—Albert Schiffers, Jr., Exec. Secy., 332 S. Michigan Ave., Chicago, 60604. Exhibit, Sept. 28-Oct. 2, Sherman House and an Illinois Central yard.

RAILWAY TIE ASSOCIATION.—W. D. Labaugh, Room 307, 5 Colt St., Paterson, N.J. 07505. Oct. 16-18, Regency-Hyatt House, Atlanta.

ROADMASTERS AND MAINTENANCE OF WAY ASSOCIATION.—Mrs. Ruth Weggeberg, 220 S. Michigan Ave., Chicago, 60604. Sept. 9-11, Conrad Hilton Hotel, Chicago.

ST. LOUIS RAILROAD DIESEL CLUB.—F. C. Whitlock, 6207 W. Washington, Belleville, Ill., 62223. Regular meetings, first Monday in Jan., Mar., May and Nov., Tuesday after Labor Day in Sept., Fred Harvey's King Louis IX Room, Union Station, St. Louis.

SOUTHWESTERN RAILWAY CLUB.—C. W. Dobbs, 5010 Westbriar Lane, Apt. 17, Houston, Tex. 77027. Regular meetings, third Thursday in Jan. (Texas State Hotel, Houston); Apr. (Baker Hotel, Dallas); Oct. (Green Oaks Inn, Ft. Worth).

TORONTO RAILWAY CLUB.—W. F. Saunders, P.O. Box 8, Terminal "A", Toronto 1, Ont. Regular meetings, fourth Monday of each month except June, July, Aug., Royal York Hotel. Annual dinner, first Saturday in December.

WESTERN RAILWAY CLUB.—Suite 339, Sherman House, Chicago 60601. Regular meetings in Feb., Mar., Apr., May, Oct., Nov., and Dec.

Trainload vs. truckload in the

Here you see one self-propelled vehicle—a train—carrying, say, 1,000 (could be 2,000) other self-propelled vehicles—automobiles out of Detroit.

Makes you think!

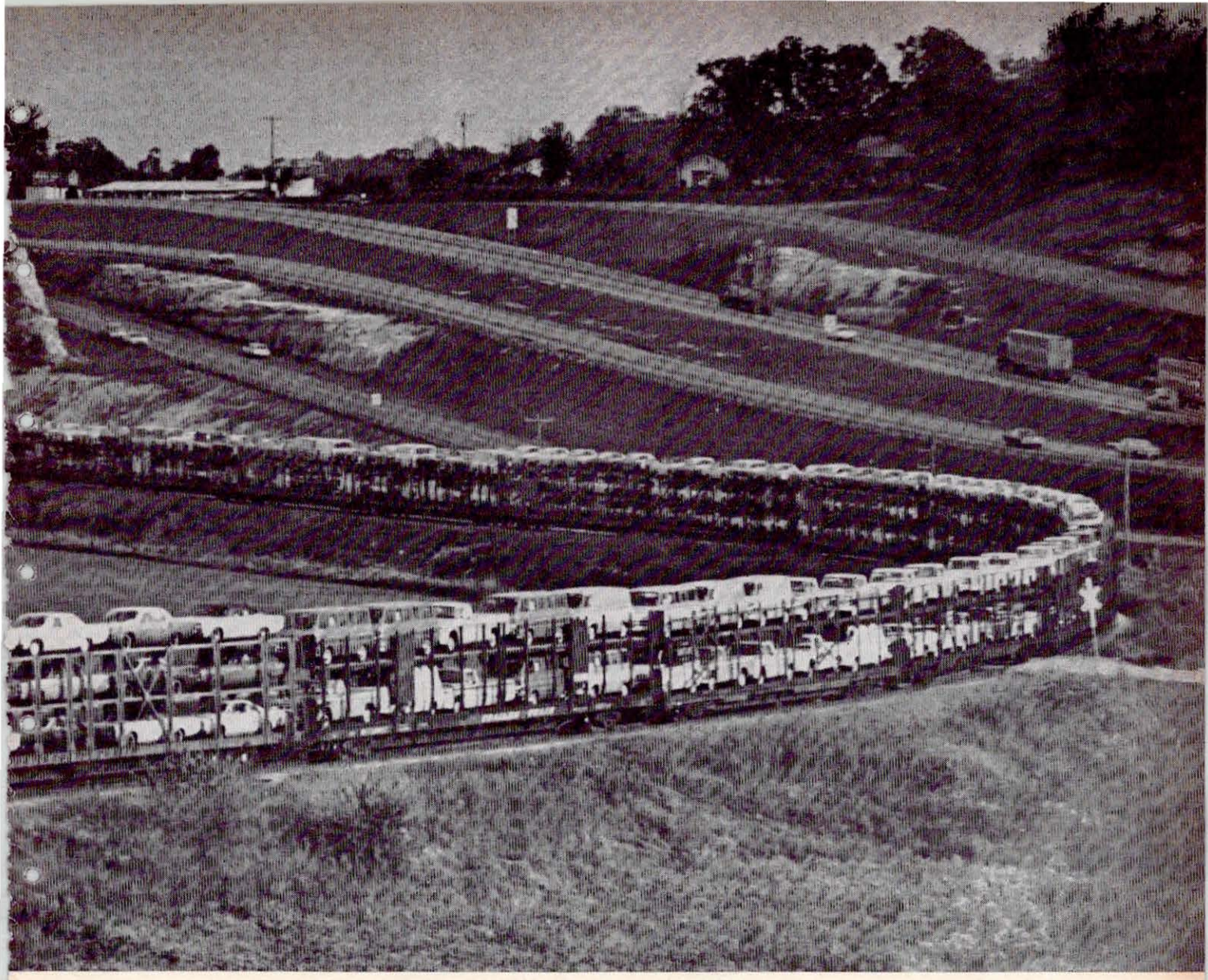
Anyone who looks into America's double-the-population, triple-the-production future and doesn't see a big part of its volume and efficiency riding on the rails is looking through the wrong end of the telescope. For example . . .

Today, some of our best brains are struggling to develop guidance systems for cars and trucks.

Guiding trolleys? Buried electronic guidelines? *Guided movement is built into the railroads with the rails they ride on.*

Other best brains are struggling to un-glut the highways . . .

Car pools? *The train is the biggest car pool ever invented.*



new railway age

Wider highways? *A single track of a double-track railroad can carry the load of an estimated 10 to 20-lane highway, if you can imagine such a monster.*

Safety? Controls to keep a stream of autos and trucks the right distance apart? *The coupled cars of a train can't run into each other.*

Greater efficiency? There are 11 drivers operating the 8 cars and 3 trucks visible on the highway above. *One "driver" is operating the train.*

Greater economy? *For all its fantastically heavier load, the train pictured above is probably operating on only about four times the fuel used by the 3 trucks and 8 cars (which 8 cars would barely fill half of one of the train's auto rack cars!).*

That triple-decker unit train didn't just happen. Today's railroaders eat up new ideas. Where they look to see them first is in weekly RAILWAY AGE. What a place to tell them all about *your* ideas!

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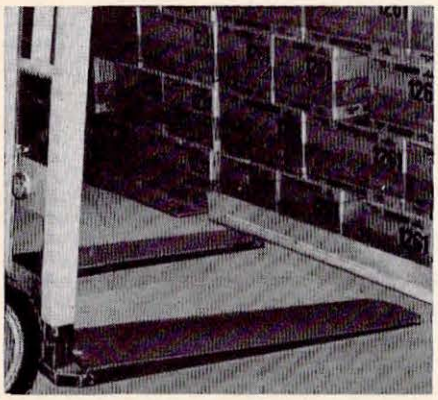
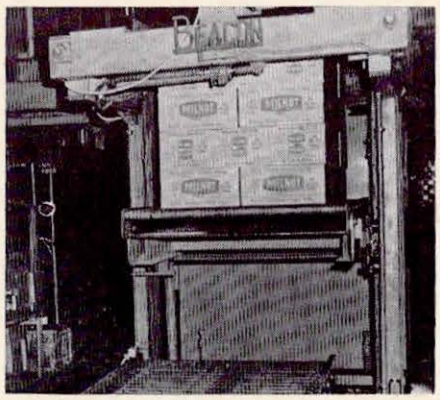
NEW PRODUCTS REPORT



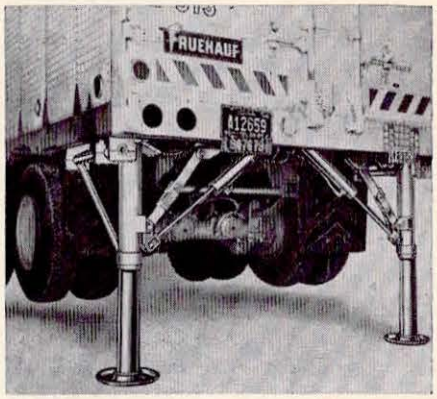
Fork-truck 'shoes' (RA-1)

Shoes of steel with polished surfaces and formed tapered tips and mounted on forks of a lift truck are said to permit slip-sheet load handling. Forks fit into cavities in shoes held to forks by heel straps. No fork modification is required for mounting or detaching shoe, and lift capacity of truck is not derated. Shoes fit any standard fork up to 36 in. long. Thickness, width and length only are needed for an exact fit to truck forks. *Barrett-Cravens.*



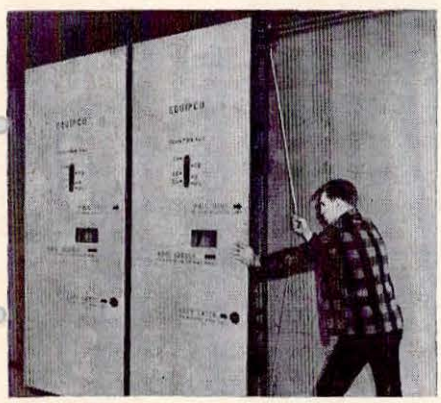
Automatic palletizer (RA-2)

The Beacon automatic unitizer and pallet loader receives cartons or cases from a production line and stacks them on pallets in the palletizer and on the ejection conveyor in the Unitizer, according to a predetermined pattern. As each load is completed, it is automatically ejected from the machine. Patterns of the interlock or non-interlock type are said to be easily handled in the machine. Control and circuitry are simplified a-c. *Beacon Machinery, Inc.*



Landing gear (RA-3)

The new model Power Gear, a rear-mount landing gear for semi-trailers, is used both on straight trucks and trailers to adjust floor to dock height. It is hydraulically air-powered and converts the 100-lb tractor air pressure into 50,000-lb lifting capacity which "easily handles any legally loaded trailer, with power to spare to break away heavy ice and snow." Gear is completely contained in trailer. *Central Steel Tube Co.*



Side fillers (RA-4)

The Equipco HD and HD-L (longitudinal) side fillers, built to exceed proposed AAR strength requirements, have been fitted with heavier, specially treated plywood facing to absorb shock. The new positioning-and-locking mechanism is said to assure positive, foolproof locking of panels in transit. Both types adjust to six different car widths, the HD-L filler providing also for length adjustment. The HD filler, which can reduce width of standard cars by 14, 12, 10, 8, 5½ or 2½ in., can be actuated from the face of the panel, or from the forward edge. The latter system permits positioning of panels after load is in place, and retraction of panels before load is removed. The HD-L fillers can be moved in place with only slight pressure. When desired position is reached and cable released, spring-loaded lock automatically engages to secure panel top and bottom. Panels may be overlapped if desired and car tailored to accommodate variations in panel side. HD panels can be converted to HD-L type should need arise. Hardware is said to be sturdiest ever used. *Unarco Industries, Inc.*

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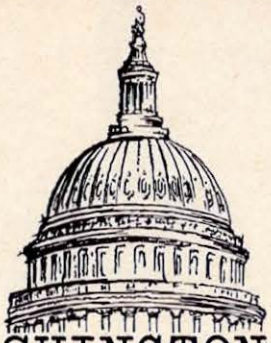

WATCHING WASHINGTON

ICC MOVING TO TIDY IC ACT—The ICC is moving to get its proposed realignment and consolidation of the Interstate Commerce Act before Congress within the next few weeks. It has submitted the draft of a proposed revision to the AAR and similar organizations representing other carriers regulated by the Commission. The draft also went to the Association of Interstate Commerce Commission Practitioners and shipper interests, including the National Industrial Traffic League. Comments and recommendations are due at the Commission by Feb. 5.

THE DRAFT—The material was sent out by the Commission's Secretary H. Neil Garson. It is in three-column format. The first column is the present act which has four parts—Part I to regulate railroads, express and sleeping car companies and pipelines, Part II for motor carriers, Part III for water carriers, and Part IV for freight forwarders. The second and third columns, in turn, set out the proposed changes and Commission-staff explanations and comments thereon. The draft contemplates abandonment of the four-part plan in favor of a consolidated statute.

ASSIGNMENT FROM SENATE COMMITTEE—The tidying job was given to the Commission last year by the Senate Commerce Committee. That Committee's chairman, Senator Warren G. Magnuson (D-Wash.) and Chairman Paul J. Tierney of the Commission have emphasized that the neat package on which they are now working will contain no changes in substantive provisions of the Act. The project, however, does recall the rejected plan to codify the Act when Part III was added in 1940. Codification then meant rewriting the Act to make the same regulatory provisions apply to all covert transport modes—to the extent possible. The railroads favored it, but it was defeated by don't-know-what's-in-it arguments of water carriers and motor carriers.

HOPE TO AVOID FIGHT LIKE 1940's—Senator Magnuson's determination to avoid another fight like that is reflected in his emphasis on consolidation and re-enactment of the Act's present provisions without changing substance. He does not regard the undertaking as a codification project. He does not use that word. And that seems calculated also to avoid a conflict of his Committee's jurisdiction with that of the Senate Judiciary Committee which has law codification in its bailiwick.

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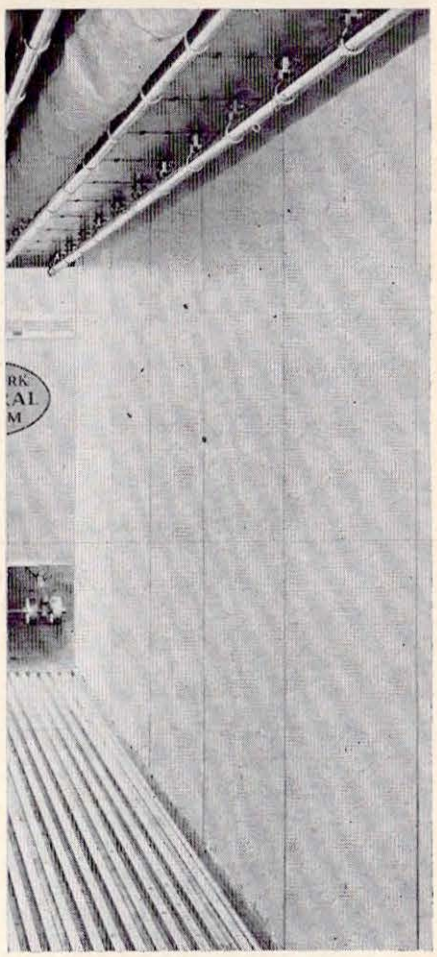

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PEOPLE IN THE NEWS

ERIE LACKAWANNA.—Wilbur Cole, assistant freight traffic manager, New York, promoted to freight traffic manager there, succeeding **Peter J. Napoli,** who retired Dec. 31, after nearly 43 years of service. **Neil A. Mitts** appointed division sales manager, Jamestown, N.Y., succeeding **C. William Stroh,** who replaces Mr. Cole.

Walter C. Adams, district sales manager, New Orleans, La., appointed division sales manager, Syracuse, N.Y., succeeding **H. Russell O'Hara,** who retired Dec. 31, after more than 45 years' service. **George J. Bertrand, Jr.,** succeeds Mr. Adams at New Orleans.

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Harold J. Farley, Jr., assistant superintendent, Mahoning Division, Youngstown, Ohio, promoted to superintendent, Scranton division, Scranton, Pa., succeeding **R. A. Packer,** named superintendent, Marion Division, Marion, Ohio. **Robert Lee Casper,** trainmaster, Hoboken, N.J., transferred to the Mahoning division, Salamanca, N.Y., succeeding **Stephen S. McConnell, Jr.,** promoted to succeed Mr. Farley. **E. Q. Snyder,** trainmaster, Akron, Ohio, appointed terminal trainmaster, Chicago—Hammond Terminal, Chicago.

James J. Mahoney, signal supervisor, Hornell, N.Y., appointed general signal inspector —system there.

Loyal R. Henderson, superintendent, Marion Division, appointed assistant engineer maintenance of way, Cleveland.

NORTHERN PACIFIC.—H. B. Krengel, general attorney, named general solicitor, to succeed **F. S. Farrell,** appointed vice president and general counsel (RA, Jan. 1/8, p. 33).

M. H. Steele named to the newly established position of manager-transportation research in the customer services planning division of the management services department. He was formerly manager of Flexi-Van operations, New York Central, New York.

M. L. Thompson, western passenger traffic manager, Seattle, appointed assistant passenger traffic manager, St. Paul, to succeed **Leonard Holmstrom,** promoted to passenger traffic manager. **L. S. Kiser,** freight traffic manager, Central-Eastern region, St. Paul, named western traffic manager, Seattle, to replace **O. A. Kobs,** retired.

PENNSYLVANIA.—Thornton L. Ray, trainmaster, Waverly, N.J., appointed assistant superintendent, Lake Division, Youngstown, Ohio, succeeding **James A. Terhorst,** named terminal superintendent, **Detroit, Toledo & Ironton** at Flat Rock, Mich.

J. N. Mullen and **A. L. Foster,** assistant general solicitors at Philadelphia and Chicago, respectively, appointed assistant general counsel at those points.

ROCK ISLAND.—Frederic D. Reed, manager-cost control, appointed assistant director of economic research and cost control.

William R. Fleming and **James E. Sykes,** assistant general attorneys, appointed general attorneys. They will continue to make their headquarters at Chicago.

Effective Feb. 1, **Frank B. Findling** appointed chief mechanical officer; **Eugene V. Duren,** senior assistant chief mechanical officer; **John W. Gann,** assistant chief mechanical officer-locomotive; **Melvin R. Hathaway,** manager-mechanical control, all with headquarters at Kansas City, Kans.

Herbert J. Bowyer, chief mechanical officer, Kansas City, retired Jan. 31 after 52 years of railroad service.

SANTA FE.—W. N. Sims, manager of data processing, Topeka, Kans., **R. E. Robinson,** assistant to vice president-operations, Chicago, **E. B. LaLonde,** superintendent of car service, Topeka, and **D. G. Ruegg,** trainmaster, Pueblo, Colo., advanced to assistants to vice president-information systems, Information Systems Department, with headquarters at Topeka. **C. A. Murphy,** assistant to general auditor, named administrative assistant in the department, with headquarters continuing at Chicago.

W. M. Swan, mechanical assistant, Chicago, promoted to mechanical assistant—freight cars there, succeeding **H. B. Wolfe,** retired after more than 50 years of service.

Robert E. McMillan appointed assistant to vice president-operations, Chicago. He was previously president and general manager, **Kansas City Terminal,** Kansas City, Mo.

SEABOARD COAST LINE.—Leonard G. Anderson, general solicitor—corporate division, elected treasurer, succeeding **W. B. Pope,** retired Dec. 31, after more than 47 years of service.

SOO LINE.—W. J. Adelmann named general manager, divisions, Minneapolis, succeeding **S. H. Longren,** retired.

SOUTHERN.—Robert E. L. deButts, general attorney, appointed assistant vice president—finance and taxation, Washington, D.C. **D. E. Fitzgerald,** director, Real Estate and Conveyancing, appointed general manager, Real Estate and Conveyancing. **Herbert Seidenman,** assistant director, promoted to director, Real Estate and Conveyancing.

Paul R. Rudder, superintendent, Macon, Ga., transferred to the Birmingham-Mobile Division at Birmingham, Ala., succeeding **James E. Sims,** who succeeds Mr. Rudder at Macon.

John P. Duncan, Jr., manager of Agri-Business Services, Washington, promoted to director, Agri-Business Services there. Mr. Duncan's new responsibilities will be to function within the sales department as a co-ordinate division to Industrial Development and Rail-Highway Services.

SOUTHERN PACIFIC.—Robert C. Hudson, freight traffic manager, named general freight traffic manager-rates and divisions.

SOUTHERN PACIFIC—ST. LOUIS SOUTHWESTERN. —Sidney T. Helm appointed district freight and passenger agent, Waco, Tex., succeeding **W. B. Wilson** who retired Nov. 30, after more than 39 years of service.

SPOKANE, PORTLAND & SEATTLE.—John M. Budd elected president. **Louis W. Menk** elected vice president.

Herbert W. Park
Evans

Dale E. Ogle
Evans

S. M. Garrigues
Budd

James T. Callaham
ACF

Richard L. Lich
GSI

Karl W. Galliger
New York Air Brake

SUPPLY TRADE

Herbert W. Park has been appointed vice president-legal, **Evans Products Co.** Mr. Park was secretary, which position he will retain. **Dale E. Ogle,** director of business research, has been named vice president-corporate development.

Samuel M. Garrigues has been appointed international manager—railway, **Budd Co.,** Philadelphia. Mr. Garrigues has been with Budd for more than 20 years, prior to which he served the Pennsylvania and Lehigh Valley.

James T. Callaham has been named director of manufacturing, **American Car & Foundry division of ACF Industries,** St. Charles, Mo., succeeding **Gilbert L. Holt,** on leave of absence because of ill health. Mr. Callaham was formerly assistant director of manufacturing.

Richard L. Lich, vice president engineering and research, **General Steel Industries,** Granite City, Ill., has been assigned additional duties as vice president—administration of GSI's Castings Division in Granite City.

Karl W. Galliger has been appointed president of the **New York Air Brake Co.,** a unit of **General Signal Corp.,** Watertown, N.Y. **Philip R. Fortune,** who was president of New York Air Brake prior to its merger in September into General Signal Corp., continues to serve as chairman, Executive Committee of the combined corporation. Mr. Galliger will continue to report to Mr. Fortune, who is responsible for General Signal's activities in fluid technologies. Mr. Galliger had been New York Air Brake general manager at Watertown for the past four years.

INDUSTRIAL TRAFFIC

John D. Cruickshank, assistant general traffic manager, **Xerox Corp.,** Rochester, N.Y., has been appointed traffic manager, **Kennecott Copper Corp.,** New York.

Malcolm Garner has been appointed to the newly created position of assistant to the general traffic manager, **Algoma Steel Corp., Ltd.,** Sault Ste., Marie, Ont., Canada. Mr. Garner was formerly with the T. Eaton Co., Ltd., Toronto.

L. G. Hallett, assistant district traffic manager, **Georgia-Pacific,** promoted to district traffic manager—rates, Portland, Ore.

E. Max Pottle has been promoted to traffic manager, **Hershey Chocolate Corp.,** Oakdale, Calif.

John S. Dunnett has been appointed assistant general manager, **Canadian Industrial Traffic League.**

Frank W. Horan, assistant manager, general traffic department, **Pitney-Bowes, Inc.,** Stamford, Conn., has been promoted to manager, general traffic department, succeeding **Alfred G. Kanzler,** retired.

Richard F. Kroeper and **John F. Kohler,** assistant traffic managers, **American Home Foods,** Division of **American Home Products Corp.,** New York, have been promoted to traffic manager—frozen and traffic manager—rates and services, respectively.

Ellwood H. Spencer, assistant traffic manager, **General Refractories Co.,** Philadelphia, has been appointed general traffic manager, succeeding **Harry S. Wagner,** retired.

Norman Walker, traffic manager, **Bunge Corp.,** Kansas City, Kan., has been appointed general traffic manager there. **David Sigourney** succeeds Mr. Walker as traffic manager.

Alexis P. Bukovsky, former chief of the Economics and Statistics Branch, General Services Administration, Washington, D.C., has joined **Planning Research Corp.,** Los Angeles, Calif., as a senior associate, Logistics and Transportation Department in Washington.

Roy W. Morgan has been appointed vice president-traffic, **Western Transportation Co., Inc.** He was formerly vice president-traffic, **National Carloading Corp.** and **Pacific & Atlantic Shippers, Inc.,** divisions of **Pacific Intermountain Express.**

Andrew J. Wallner, assistant director of traffic, **Johns-Manville Corp.,** New York, has been named director of traffic, succeeding **Arthur J. Kroll,** retiring after 44 years with the company.

OBITUARY

Edward H. Davidson, 85, who retired in 1958 as director, Bureau of Locomotive Inspection, **Interstate Commerce Commission,** died Jan. 15 at his home in Silver Spring, Md., after a heart attack.

Fred L. Dennis, 72, retired president and general manager, **Terminal Railroad Assn. of St. Louis,** died recently in St. Louis.

James G. Fletcher, 64, freight claim agent, **Norfolk & Western,** Cleveland, died Jan. 14 after a long illness.

B. C. Graves, 81, retired board chairman, **Union Tank Car Co.,** died Jan. 12 at Clearwater Beach, Fla.

Sedgwick N. Wight, 88, retired engineer of train operation, **General Railway Signal Co.,** died Jan. 5 in Rochester, N.Y. Mr. Wight was the inventor of absolute permissive block signaling, centralized traffic control and NX push button interlocking control. He held over 90 patents.

Jack E. Wilson, sales representative, Standard Railway Equipment division of **Stanray Corp.,** died Jan. 13.

Canadian Corporation For The 1967 World Exhibition and Hawker Siddeley Canada Ltd.

FILE NO. 270-117
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FRIDAY, MARCH 15, 1968

Plans, Specifications and Tender forms will be on view at Builders' Exchanges in Montreal, Quebec City, Sherbrooke, Ottawa, Toronto, Kitchener, Peterborough and C.C.W.E. Plans Viewing Room and may be obtained from C.C.W.E. Plans Section, Administration Pavilion, 1st Floor, 3rd Wing, Cité du Havre (Mackay Pier), Montreal, Que. on a refundable deposit of $100.00 payable to the Canadian Corporation for the 1967 World Exhibition.

Security Deposit as called for in the Tender documents must accompany Tenders.

The Corporation does not bind itself to accept the highest or any Tender.

JEAN-CLAUDE DELORME
Secretary

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Truckers to fight ruling in REA operating case

The ICC's report in the express-terminal-areas case gives REA Express a major victory over truckers and freight forwarders, but it may still take a successful court fight to make the win stick.

The Commission cleared REA pick-up and delivery operations under its present set-up of terminal areas—which are generally much larger and more flexible than those of the truckers and forwarders.

One of the principal losers, American Trucking Associations, has announced that it will take the case to court if the Commission denies petitions for reconsideration of its decision.

● **Five-to-three decision.** The decision, in Ex Parte No. 242, was embodied in a report by Commissioner Willard Deason. This majority report also reflected the views of four other commissioners—Chairman Paul J. Tierney and Commissioners Kenneth H. Tuggle, Virginia Mae Brown and George M. Stafford. Dissents came from Commissioners Rupert L. Murphy, Laurence K. Walrath and John W. Bush. Former Commissioner William H. Tucker (who left at the end of 1967) and Commissioners Grant E. Syphers and Dale W. Hardin did not participate.

The Commission rejected Examiner Frank R. Saltzman's recommended report which advised that REA terminal areas should be cut back to the limits of those applicable to truckers and forwarders. That could have cramped REA's present operating style and forced curtailment of some of its services. The trucker and forwarder terminal areas are usually the Commission-defined commercial zones of the communities served.

● **A service cut for millions.** "The record as a whole," the Commission said, "indicates clearly and dramatically the magnitude of the potential adverse impact upon a service now available to a substantial segment of the population were express terminal areas to be restricted to commercial zones. Thus faced with the reality of some 16 million people together with numerous industrial, retail and military facilities being deprived of express service they presently receive and depend upon, we recognize that adequate provision for the continuance of this service must be made.

"We have recognized on numerous past occasions that transportation constantly faces new concepts and changing conditions. To meet the needs of this dynamic industry, and to best serve the public, we have consistently strived for flexibility. In the long history of express service, technological changes have now placed new emphasis on a facet of these operations which has heretofore generated no great interest among the various carriers. We are of the opinion that a need for continued flexibility is apparent."

● **REA terminal areas.** REA terminal areas are coordinated under a key-point system. These key point terminals are equipped with modern facilities for efficient forwarding or distribution of

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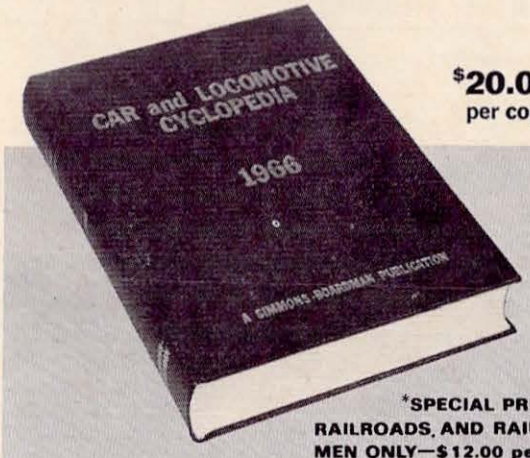

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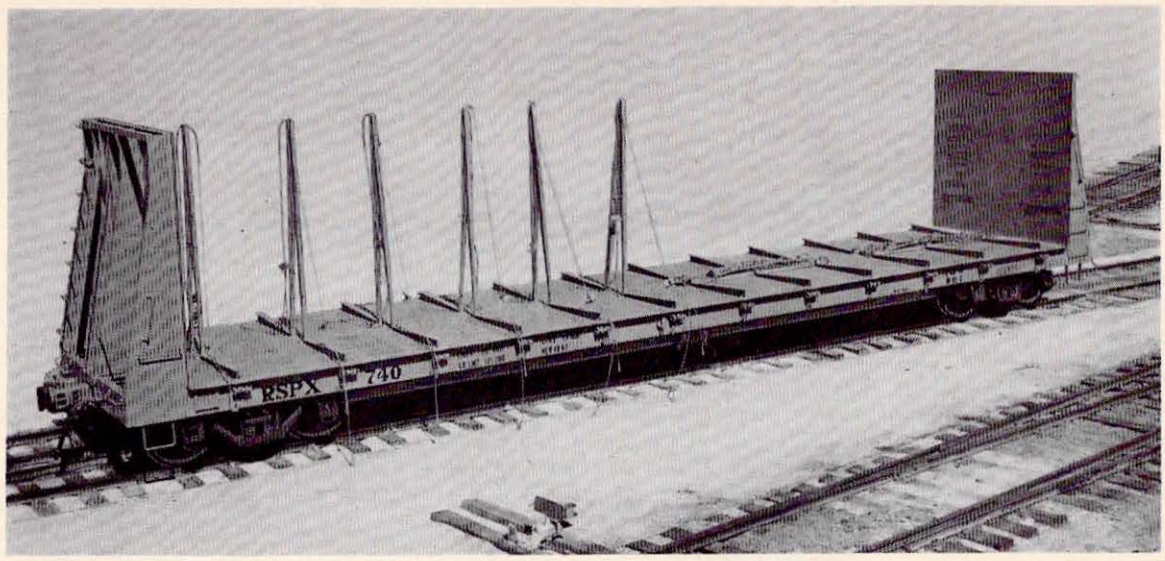

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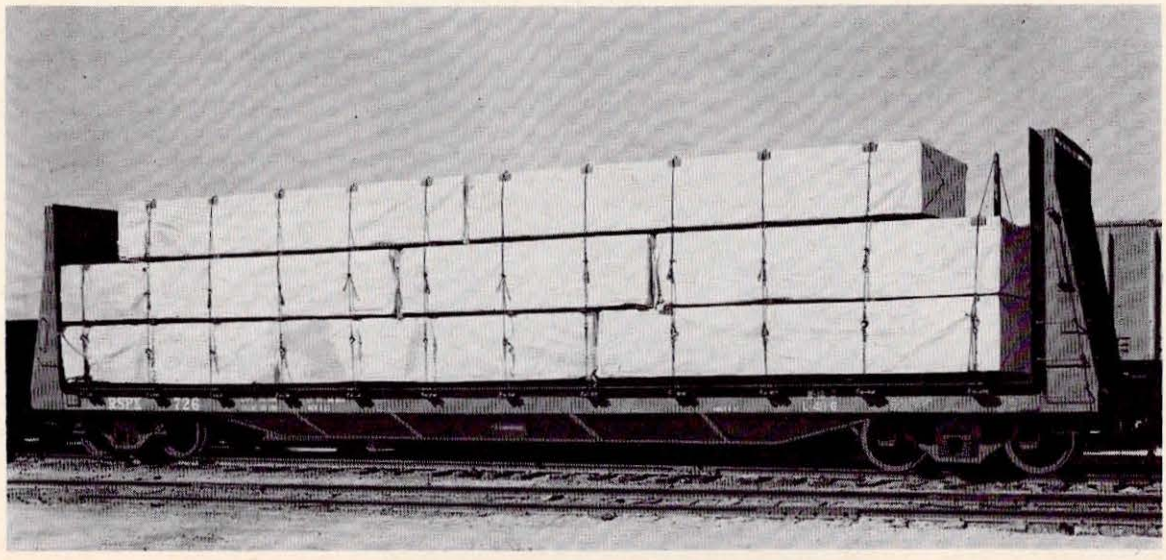

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shipments originating within or destined to extensive territories.

Terminal limits of these coordinated operations are REA's terminal limits. They have been established from time to time merely by publication of changes in REA tariffs. This plan has been in effect for 55 years, having been prescribed by the Commission in 1912.

At that time, of course, pickup and delivery operations of REA's predecessors were performed only in connection with line-haul movements of express by rail. And they were regulated, like railroad services, under provisions of the Interstate Commerce Act, which are now in Part I.

A basic issue in the present case was the status of REA terminal operations which are performed in connection with line-haul movements by motor vehicle, REA's line-haul truck services being subject to regulation as motor-carrier operations under the Act's Part II. The Commission rejected contentions that Part II also covers terminal-service phases of this line-haul trucking. It found all REA terminal operations subject to Part I. And that paved the way for approval of REA's present terminal areas and the tariff-publication plan of changing them.

● **No chaining needed.** "In the absence of compelling circumstances," the report said, "we see no reason to chain express operations to a formula tailored solely to the specific underlying modes of transportation used, particularly where the problems and services related to REA's multi-modal operations differ substantially from those peculiar to the separate modes and the application of such criteria could impose obstacles of such nature as likely to impair the evolution and development of express service."

Later on, the report noted that REA has typically held itself out to handle all shipments tendered to it, while other carriers "do not generally purport to offer the same unique services which REA makes available."

● **Rule of reason.** Meanwhile, the Commission emphasized its determination to see that there is a reasonable geographical relationship between the points included within any REA terminal area. The report explained:

"In our view, the application of reasonable criteria should, in most instances, result in basically symmetrical and reasonably shaped terminal area. Accordingly, any approach that may be utilized by REA which is patently weighted heavily toward the inclusion within a terminal area of remote single major sources of traffic without regard either to lesser sources of traffic or the size of the extension (by a sort of 'gerrymandering' process, of which there is some indication in this record), may be immediately subject to review on our own motion or at the request of interested persons, and may be found unreasonable. Frequent occurrences of such a situation would, of necessity, tend to abuse the basic rationale underlying our conclusions here and could cause us to reconsider and further evaluate these conclusions in the light thereof."

● **REA rates not involved.** As to the opposition of the motor carriers, the Commission said the crux of it was opposition to REA rates and its intensified solicitation of larger shipments. Those issues were ruled out as "not appropriate matters for consideration here because of their limited and peripheral relation to the terminal area question."

The report did note, however, that REA's solicitation of larger shipments has had a minimal effect on the average size and weight of its shipments. Also noted was shipper support for the REA position. These supporters include the National Industrial Traffic League. ■

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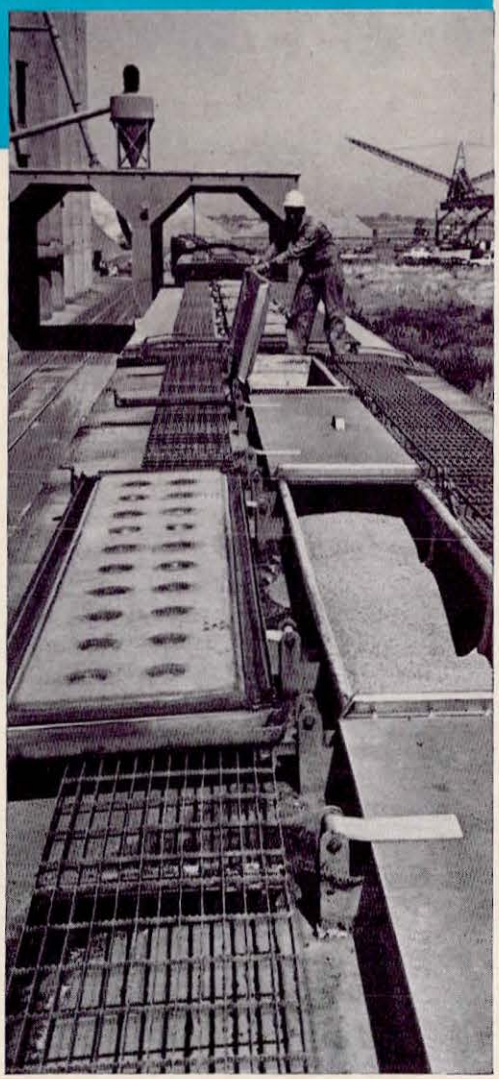

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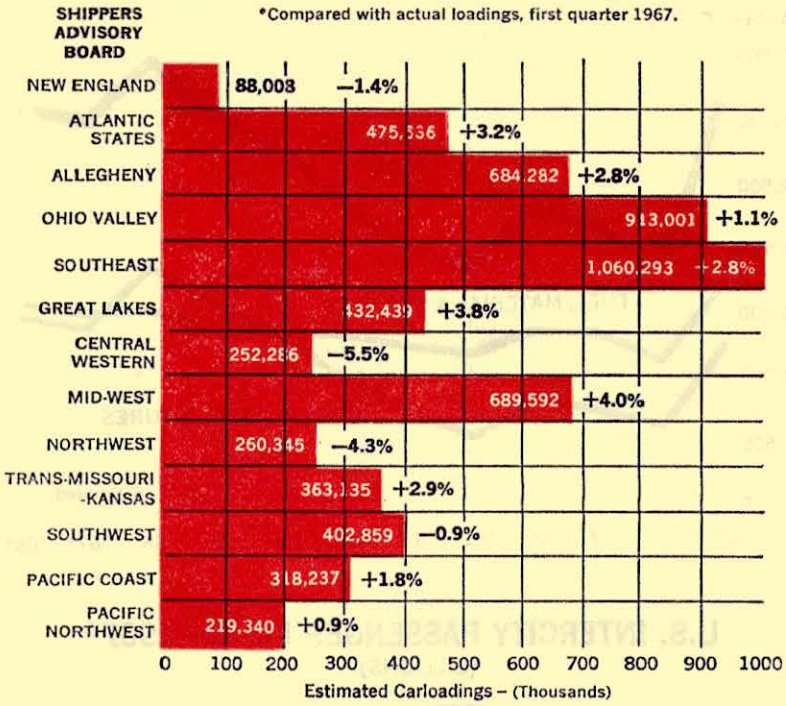
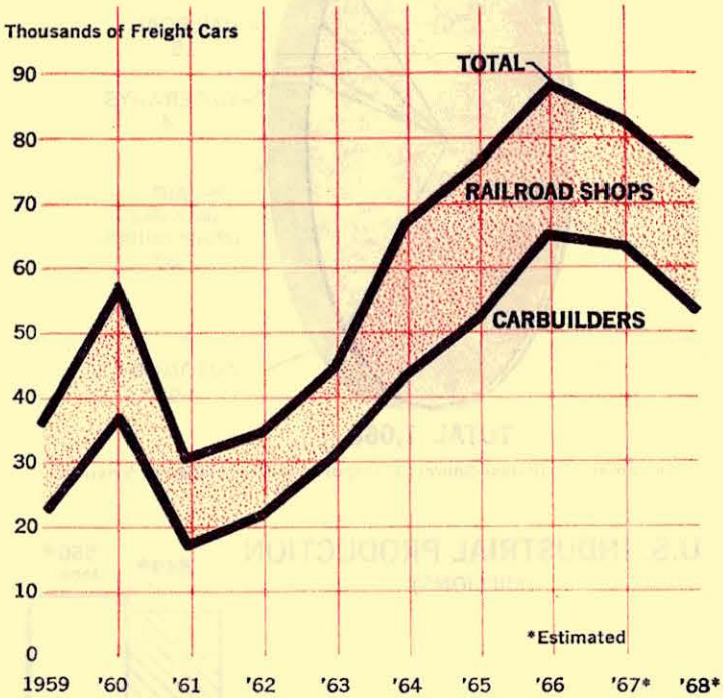
ESTIMATED CARLOADINGS FIRST QUARTER 1968*

*Compared with actual loadings, first quarter 1967.



FREIGHT CAR PRODUCTION

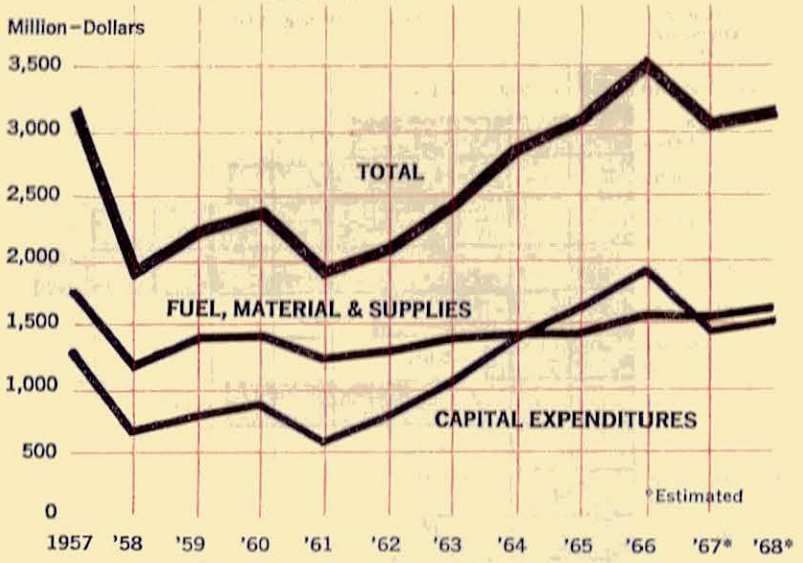
1959-1968



Current statistics

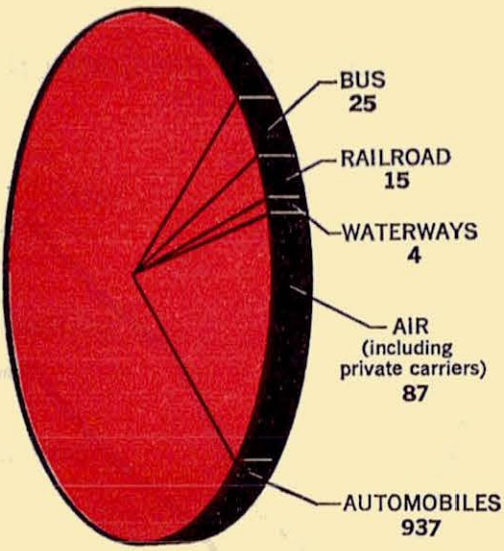
Net Income	
9 mos., 1967	$342,200,000
9 mos., 1966	659,900,000
Carloadings, revenue freight	
3 wks., 1968	1,408,296
3 wks., 1967	1,522,203
New freight cars on order	
Dec. 1, 1967	21,828
Dec. 1, 1966	56,395
New freight cars delivered	
11 mos., 1967	77,612
11 mos., 1966	81,860
Serviceable cars	
Dec. 1, 1967	1,414,632
Dec. 1, 1966	1,420,553

RAILROAD SPENDING 1957-1968



U.S. INTERCITY PASSENGER MILES—1967*

(BILLIONS)

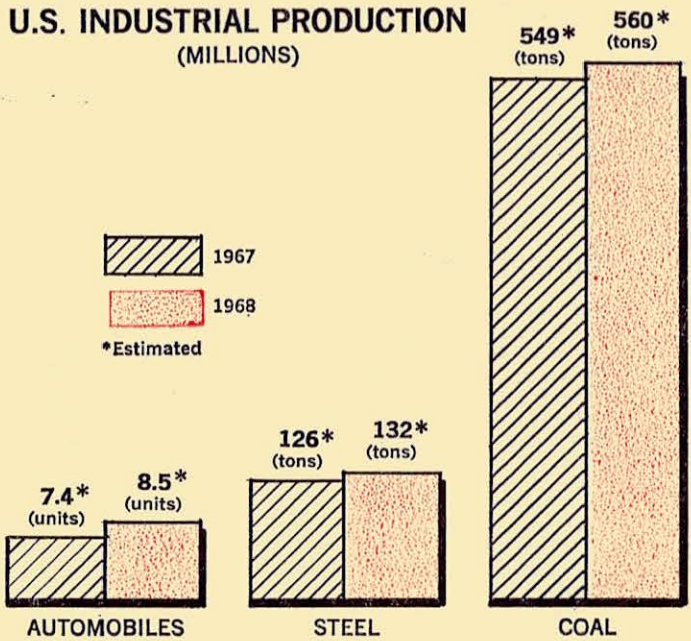


TOTAL 1,068

*Preliminary estimates—Source: Transportation Association of America.

U.S. INDUSTRIAL PRODUCTION

(MILLIONS)



MARKET OUTLOOK

CARLOADINGS

Loadings of revenue freight in the week ended Jan. 20 totaled 503,569 cars, the Association of American Railroads announced on Jan. 25. This was an increase of 16,105 cars, or 3.3%, compared with the previous week; a decrease of 24,755 cars, or 4.7%, compared with the corresponding week last year; and a decrease of 32,818 cars, or 6.1%, compared with the equivalent 1966 week. Ton-miles generated by carloadings in the week ended Jan. 20 are estimated at 13.1 billion, a decrease of 2.1% below the corresponding week of 1967, and 1.2% below the 1966 week.

REVENUE FREIGHT CARLOADINGS
For the week ended Saturday, Jan. 20

District	1968	1967	1966
Eastern, including Allegheny and Pocahontas ..	199,932	211,175	214,468
Southern	106,743	114,631	114,469
Total Eastern and Southern Districts	301,675	325,806	328,877
Northwestern .	60,376	57,177	61,022
Central Western	104,637	107,881	108,260
Southwestern .	36,881	37,460	38,228
Total Western Districts	201,894	202,518	207,510
Total All Roads	503,569	528,324	536,387
Commodities:			
Grain and Grain Products	50,968	52,077	59,796
Livestock	1,233	1,529	1,721
Coal	98,917	111,830	108,332
Coke	8,430	7,412	8,381
Forest Products	38,118	38,852	39,282
Ore	14,523	16,359	15,437
Merchandise l.c.l.	3,892	5,341	6,734
Miscellaneous .	287,488	294,924	296,704
Jan. 20	503,569	528,324	536,387
Jan. 13	487,464	542,304	544,556
Jan. 6	417,263	451,575	508,282
Cumulative total, 3 weeks	1,408,296	1,522,203	1,589,225
Estimated revenue ton-miles (billions) 3 weeks	37.4	39.4	40.3

PIGGYBACK CARLOADINGS. — U. S. piggyback loadings for the week ended Jan. 13 totaled 22,257 cars, carrying 36,350 trailers, compared with 22,561 cars, carrying 35,480 trailers in the corresponding 1967 week. Loadings for 1968 up to Jan. 13 totaled 40,409 cars, carrying 66,339 trailers, compared with 40,384 cars, carrying 63,963 trailers, in the corresponding period of 1967.

IN CANADA

Canadian carloadings were not available as this issue went to press.

FREIGHT TRAIN CARS

Trailer Train.—Ordered 268 new cars as follows: 113 60-ft flats and 35 89-ft low level flats from Pullman-Standard; 99 89-ft standard level flats from Bethlehem; 21 89-ft low level flats from ACF. As of Jan. 17, the number of TTX cars in service or on order totaled 43,393.

TRANSIT

Chicago Transit Authority.—City of Chicago opened bids on Jan. 12 for cab signaling systems to be installed on rapid transit extensions in the John F. Kennedy and Dan Ryan expressways. Bids for plan No. 1 (wayside cab signal equipment for track structure supported on wood ties) were as follows: $3,590,060 by General Railway Signal Co.; and $3,618,203 by Westinghouse Air Brake Co. Bids for No. 2 plan (wayside cab signal equipment for track structure supported on concrete ties) were $3,622,060 for GRS and $3,660,203 for WABCO. Bids on No. 3 plan covered car-carried equipment on 214 paired-units were $848,938 for WABCO, $1,143,402 for GRS and $1,160,900 for Westinghouse Electric Corp. These bids will now be evaluated by the City and CTA before the award of contracts.

New York City Transit Authority.—Safety Electrical Equipment Corp. will supply 260 air-conditioning systems for 130 subway cars being built for NYCTA by General Steel Industries. Carrier compressors, condenser coils and evaporator coils will be major components of two nine-ton-capacity units in each of the cars.

NEW FACILITIES

Louisville & Nashville.—Announced plans for installation of 187 miles of microwave between Louisville and Nashville for telephone, radio and data processing transmission by the end of 1968, and for a $290,000-installation of six electronic hotbox detectors for the Nashville and Evansville divisions.

Northern Pacific.—Placed a $408,000 order with Stromberg-Carlson Corp. for motorswitch 4-wire switching systems to be installed at six cities on the railroad.

FOREIGN

Chile. — Chilean State Railways will purchase unspecified materials and equipment from U.S. manufacturers with a $9.8-million Alliance for Progress credit authorized by the Export-Import Bank of Washington. Additional information is available from Guillermo del Pozo, representative of the Chilean State Railways, 80 Pine St., New York City.

YOU OUGHT TO KNOW

CN MOVES ON WITH WINTER BRIDGE JOB

Sub-zero winter weather in Northern Ontario hasn't been able to put the freeze on a big Canadian National bridge repair and replacement program. The long-range project involves repairing existing timber trestles or replacing them with new steel bridges. High on the replacement list are timber trestles on critical rail routes where there is danger of forest fires burning out the spans. There are some 300 wooden bridges in the CN's Great Lakes region. In some cases trestles are being buried to eliminate fire hazards, or are covered with galvanized steel sheets.

TRUCK TONNAGE VOLUME SHOWS A DECLINE

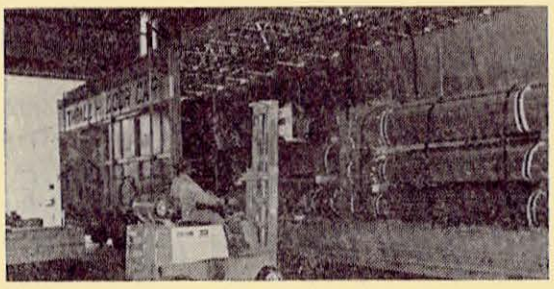
Intercity truck tonnage in the week ended Jan. 13 was 19.5% above that of the previous holiday week, and 4.9% below the volume in the corresponding week of 1967, according to American Trucking Associations.

"SPIRIT OF ST. LOUIS": NO TAKEOFF

Seeking to ease growing passenger losses, the Pennsylvania announced Jan. 19 that it was going to consolidate its two overnight trains between New York and St. Louis into the "Spirit of St. Louis." Later that same day, shortly after the news release had been mailed, the ICC informed the road that it would investigate its train-off application and hold hearings, leaving it to the PRR to decide whether to consolidate the trains meanwhile. So out in the late mail went another news release, this one asking editors to ignore the earlier announcement. "The railroad has decided," said President Allen J. Greenough, "that in fairness to all parties involved it will continue to operate the trains pending the ICC investigation."

RR IMAGE WILL BE PROMOTED ON THE CAMPUS

A better railroad image on campus is the goal of a Careers in Railroading seminar to be held Feb. 5 at the Duquesne Club in Pittsburgh. Sponsored by the Community Relations Committee of the Pittsburgh railroads, the seminar is aimed at about 50 deans, professors and placement people. It will cover railroad personnel, operations, laws, finance and other areas.



ALL-DOOR CAR SAVES TIME, CUTS COST

Using one of Thrall Car's new all-door cushioned box cars, Allied Tube & Conduit Corp., Harvey, Ill., realized a 73% savings in time and saw loading costs "drastically reduced" in a recent loading of a shipment of 140,000 pounds of steel electrical conduit bound for Hialeah, Fla. The "Thrall-Door" car (photo), the first 50 of which were produced for U. S. Plywood Corp. last year (RA, May 22, 1967, p.28), features all-plug-door sides, patented truss roof and rigid bulkhead ends. The 49½-foot car's maximum side opening, with all four plug doors stacked at one end of the car, is 25 feet. Allied Tube's director of transportation and distribution, E. F. Majeske, in comparing the Thrall car with conventional rail equipment used in the past, said it "can mean a substantial savings in loading and unloading time and manpower with shipments of steel conduit."

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Shippers rate the "images"

(Continued from page 31)

rolled up top-heavy scores. Many railroad men will ask: If railroads score so high in these service areas, why is their image, relatively speaking, so poor? (For editorial comment, see page 52.)

As for how railroads can improve their image, the solid favorite—among the choices offered in the Poll—was improved public relations. A strong vote went to the closely related field of advertising. Many shippers inked in their own choice at this point—and it was usually, in one form or another, "better service."

A number of Poll respondents pinpointed what they felt were particularly serious problems helping to account for the poor railroad image.

• **A step forward.** Said Allen K. Penttila, director of traffic and transportation for Evans Products Co., Portland, Ore.: "The present activities of the Railway Progress Institute, the Association of American Railroads and local railroads in the regional luncheons are a step in the right direction for a positive public relations effort instead of emphasizing discrimination and problems. PUse of picayunish and dilatory tactics in mergers is to be condemned. Such tactics certainly negate the concept of a united railroad industry."

A. C. Roy, general traffic manager, Pennsylvania Glass Sand, was one of several shippers who felt that the railroad attitude on passenger service was clouding the industry's image. "The public unfortunately judges railroads by passenger service, which rail carriers are trying to discourage," said Roy. "A more enlightened attitude in cooperating with local authorities on mass transit problems would help the image."

• **Unrealistic pricing?** Rate-making practices came in for criticism. W. G. Koplin, traffic manager of the Salt Lake Hardware Co., put it this way: "Too many rate officers of the railroads are living in the past. Young or new ideas do not necessarily originate with young minds. Too often the decisions of the rate officers are unrealistic, lacking in awareness of market needs, or industry requirements in today's competitive economy and industry growth. Rate officers need to meet shippers in an effort to cooperatively keep tonnage on the rails."

William H. Montgomery, director of traffic, Riegel Paper Corp., Milford, N.J., saw a need for better communication between railroads and their customers at a high level. He advised railroaders: "Have top people get to know, mingle with, and develop a rapport with top officials of industry. Get into the clubs and stay away from the offices of traffic managers. Get to the people who count—don't try to appeal to the small minds of transportation people."

R. A. Laurine, general traffic manager, Alco Products, Inc., Schenectady, N.Y., thought railroads should search out problems most affecting the shipper, and correct them. He was particularly concerned over transit time, car placement and car tracing.

Some other comments:

"Forget about sabotaging the progressive efforts of competitors."—Dwight L. Koerber, executive secretary, Coal Traffic Bureau, Pittsburgh.

"Consider the shipper as a customer, not a necessary evil."—John M. McClure, manager of traffic and purchasing, West Virginia Pulp and Paper Co., New York.

"Better cooperation among the rail carriers themselves."—J. F. Jamison, Jr., assistant port district traffic manager, Nueces County Navigation District, Corpus Christi, Tex. ■

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VIEWPOINT

Accentuate the positive (but first, find it)

The findings of this month's Traffic Poll (page 31) add up, at first startled glance, to dismal reading for railroaders.

We asked shippers to score railroads, airlines, truckers, and waterways on their public "image," in a dozen or so categories.

The railroads, quite bluntly, ended up with the personality profile of an old fogey.

Only nine out of 80 shippers found railroads enjoying the reputation of being more attuned to the future than to the past; 66 shippers gave the first-place vote to the airlines.

Only nine shippers, again, found railroads really concerned about their public image to the extent that they were trying hard to improve it; 69 cast their votes in this category for airlines.

Only five shippers saw the railroad manager as youthful and aggressive; but 64 were dazzled by the airline manager's razzmatazz image.

All of which is dismaying but not really surprising. We could have told you the answers to these questions even before we took the poll.

The questions that really interested us were those which, in a manner of speaking, we sneaked into the poll. And we're intrigued with the answers we got.

Which of the transport modes (we asked) is most misunderstood due to failure to communicate effectively with the public? Fifty shippers gave the railroads this dubious but revealing distinction.

We asked the corollary question: Which modes are actually better than their public image would indicate? Forty nine first place mentions went to railroads.

So shippers feel the railroads are better than they appear to be. How, then, can this tarnished image be polished up?

Replies to other poll questions suggest an answer.

Which carriers (we asked) have the reputation of being willing to stand on their own feet? The railroads easily outdistanced all others, with 44 first-place votes.

Which carriers (we wanted to know) provide modern equipment best suited to the requirements of shippers? The railroads got 30 first place votes—three more than the airlines with all their great glamorous image!

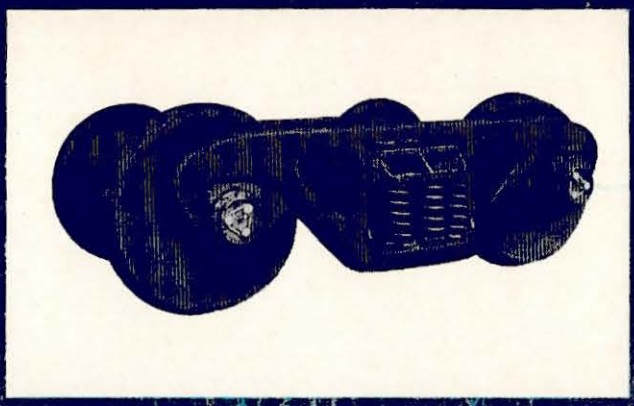
Which modes (we asked finally) handle claims fastest and best? Again, the railroads outscored all other comers.

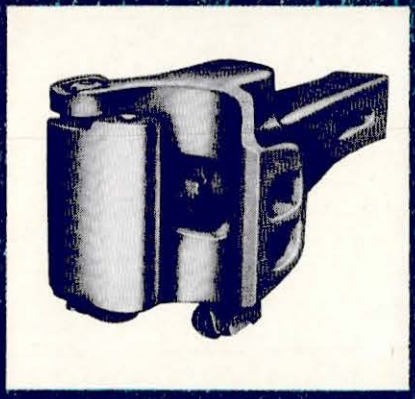
LET'S TALK ABOUT SPECIFICS

It's a cardinal rule of image-building that "you've got to accentuate the positive." But first you've got to identify it. We suggest that the January Traffic Poll has done just this.

What the railroads have to sell (as shippers see it) is modern equipment . . . fast handling of customers' grievances . . . self-reliance at a time when the country is getting fed up with government handouts.

Maybe our railroad advertising ought to be built around specifics such as these—rather than those pretty (but not always convincing) ads which state that railroads are great and getting greater all the time. But don't always say why.





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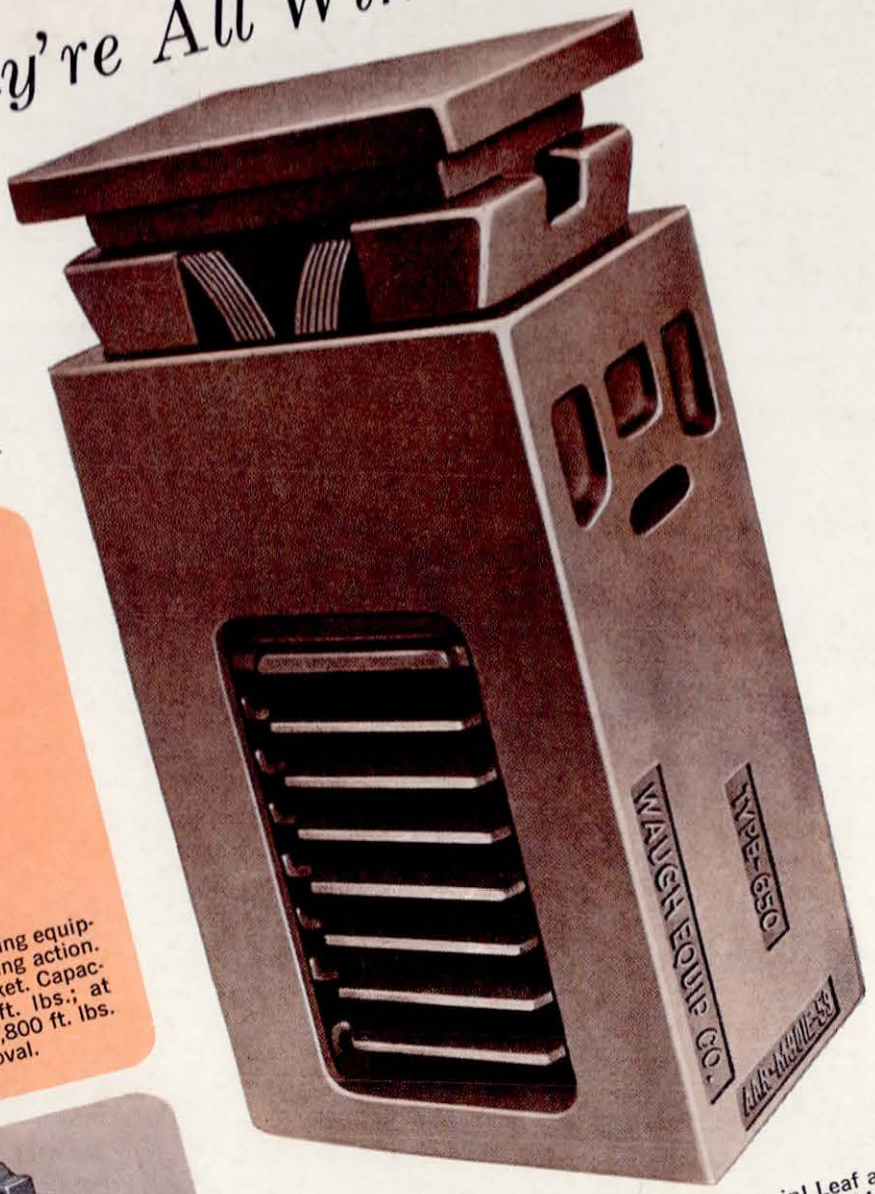

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